Buick returns to the basics on road to recovery

By Michelle Krebs
AUTOMOTIVE NEWS STAFF REPORTER

FLINT, Mich. — With two key cars yet to debut this year, Buick appears to be solidly on the road to recovery.

Buick's market share, with the exception of a slight dip in February, has edged higher each month since the start of the 1990 model year and, during a couple of 10-day sales periods, exceeded 6 percent, the division's goal for the model year.

The upward climb comes on the heels of market share holding steady for the past two calendar years. And it comes before the division has yet to put its bread-and-butter Regal sedan and new luxury Park Avenue into dealer showrooms.

The Regal sedan and the Regal sedan and coupe with the optional 3800 V-6 tune port injection engine, a Buick exclusive, went into production in recent weeks and will arrive in showrooms soon as 1991 models. The 1991 Park Avenue goes into production at the end of March and will be introduced in early July. Reatta convertibles are being delivered now to showrooms in warm climates.

Still, Buick is a far cry from where it once was, and where it wants to be in the next five years.

Buick remains far from its high point of the 1980s, when it owned 9.23 percent of the car market in 1983. It hit its low point in 1987, capturing only 5.39 percent of the car market.

"We want to be somewhere around 6 percent by the end of the 1990 model year," said Buick General Manager Edward Mertz. "I think that's achievable. We think we can get that with the new products and the quality that we're producing."

Buick's Roadmaster debuts in 1992.

HIDDEN IMAGE/HANS G. LEHMANN

Within five years, Buick wants to take 8 percent of the car market, Mertz said. By then, its entire product line will be consistent with its recently adopted image of the American road car.

In 1992 Buick will introduce the Roadmaster, which it believes is a modern-day version of a classic American road car. The Roadmaster, which also was the name of a classic Buick of the 1950s, will be based on the rear-wheel-drive B-body, upon which the 1991 Chevrolet Caprice is built.

Mertz said Buick is focused on

see BUICK, page 53

Lexus, Infiniti affect luxury market, but trail sales targets

By Arlena Sawyers
AUTOMOTIVE NEWS STAFF REPORTER

Luxury car upstarts Lexus and Infiniti already have carved a niche in the hearts of their dealers and the pocketbooks of buyers in their few months on the market.

But Lexus is falling short of even its revised sales goal, and Infiniti is short of its apparent goal based on production targets for the United States.

In February, Lexus sold 4,171 cars, giving it 5.29 percent of the target market, while Infiniti sold 1,075, giving it 1.36 percent.

Lexus reported its August sales with September's, which gave it an inflated 5.36 percent of the target market. Likewise, Infiniti went on sale in November, but it reported those sales with December deliveries, for an inflated 2.34 percent of the December target market.

Since the Japanese entries arrived, market shares of many luxury cars have slipped. Audi, Acura, Cadillac, Mercedes, Saab and Volvo have lost market share. BMW, Jaguar, Porsche and Sterling have held their own.

Lincoln made the most dramatic gain — from 16.39 percent in September to 25.80 percent in February. Lincoln's increase was due largely to a better supply of Town Cars. The 1990 model was introduced in September but was in short supply for several weeks because of component shortages.

J. Davis Illingworth, Lexus vice president and general manager, said 60 percent of Lexus buyers trade in European and domestic makes, 30 percent trade in Japanese-badged cars and 10 percent offer no trade-in at all.

Liz Finnegan, an Infiniti spokeswoman, said many of its trade-ins have been Mercedes-Benz, Jaguar and BMW models.

"We're getting more than originally expected and with relatively low mileage," she said.

Lexus expects to sell 40,000 LS400 and 20,000 ES250 models in 1990. Slugglish sales of the ES250 prompted Toyota Motor Sales U.S.A. to reduce its 1990 sales goal to 60,000 from 70,000. At the current rate of travel — 24,608 in seven months — first-year sales would be about 42,100.

Infiniti has not announced sales goals, but officials have indicated that United States-bound M30 and Q45 output would be about 32,000 units per year. Its 4-month, winter-season rate of travel — 3,869 units since November — would be 11,600 first-year sales.

Cadillac, still the leading seller of luxury cars in the United States, saw it's share of the target market skid from 32.69 percent in September to 26.38 percent in February. Cadillac sales went down only 2,000 units during the period.

Acura, whose owners were targeted as hot prospects by Lexus, slipped to 12.72 percent of the target market in February, down from 14.14 percent in September.

Lexus and Infiniti dealers said they are pleased with sales.

Steve Zamawa, general sales manager at Culiver Infiniti in Phoenix, said his store sold 45 M30s and Q45s in February, making it the No. 1 store last month.

LEXUS, INFINITI TARGET MARKET

	Sept. sales	Pct. of segment	Oct. sales	Pct. of segment	Nov. sales	Pct. of segment	Dec. sales	Pct. of segment	Jan. sales	Pct. of segment	Feb. sales	Pct. of segment
Acura	12,011	14.14	10,865	13.22	10,632	13.22	9,857	13.40	10,087	12.86	10,019	12.72
Audi	2,182	2.57	2,114	2.76	1,409	1.75	1,690	2.57	1,283	1.64	1,411	1.79
BMW	4,401	5.18	5,391	7.04	5,140	6.39	4,463	6.07	4,919	6.27	4,113	5.22
Cadillac	27,773	32.69	21,180	27.64	22,299	27.73	18,722	25.46	20,950	26.71	20,781	26.38
Infiniti	0	0.00	0	0.00	0	0.00	1,723	2.34	1,071	1.37	1,075	1.36
Jaguar	1,482	1.74	1,507	1.97	1,699	2.11	1,879	2.56	1,523	1.94	1,475	1.87
Lexus	4,554	5.36	3,416	4.46	3,787	4.71	4,545	6.18	4,135	5.27	4,171	5.29
Lincoln	13,927	16.39	14,921	19.47	18,138	22.56	14,979	20.37	17,805	22.70	20,327	25.80
Mercedes-Benz	6,886	8.11	5,974	7.80	6,297	7.83	7,113	9.67	4,654	5.93	5,811	7.38
Porsche	656	0.77	688	0.90	797	0.99	659	0.90	696	0.89	725	0.92
Saab	2,627	3.09	2,357	3.08	1,505	1.87	1,444	1.96	1,967	2.51	2,088	2.65
Sterling	418	0.49	510	0.67	492	0.61	361	0.49	505	0.64	493	0.63
Volvo	8,038	9.46	7,697	10.05	8,218	10.22	5,898	8.02	8,834	11.26	6,301	8.00
Total	**84,955**	**100.0**	**76,620**	**100.0**	**80,413**	**100.0**	**73,533**	**100.0**	**78,429**	**100.0**	**78,790**	**100.0**

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Will Mitsubishi, Daimler ties lead to vehicle ventures?

By Mary Ann Maskery
AUTOMOTIVE NEWS STAFF REPORTER

TOKYO — While talks between the Mitsubishi Group and Daimler-Benz AG offer huge possibilities in aerospace and electronics, the two firms also could be on the verge of closer ties in automotive ventures. The question is, When?

The two industrial giants revealed last week they are exploring a range of technological and commercial ventures. The talks were said to be in their early stages, and there were no guarantees that they would lead to an alliance.

Yet according to analyst Koji Endo with Nomura Securities, joint automotive production and research and development projects are now "inevitable."

The two companies have had little success in putting previous automotive plans into place.

With that in mind, analyst Stephen Usher, of Kleinwort Benson International, said, "It will be a long time before any agreement is reached." Still, last week's "agreement to agree" does make the environment more receptive to some kind of progress, Usher said.

Daimler-Benz initiated the latest talks, according to Mitsubishi. Analysts see the move as an effort by the West German conglomerate toward further diversification, particularly in aerospace and electronics. Both are fields where the Mitsubishi Group has particular strength.

But if Daimler-Benz has something to gain in those areas, its Japanese counterpart can benefit in the automotive area. Automotive dominates Daimler-Benz's business, but Mitsubishi Motors Corp. is a somewhat minor figure in the Mitsubishi Group.

Endo believes a closer tie-up would benefit Mitsubishi Motors more than Mercedes-Benz AG, Daimler's automotive unit.

Mercedes is unlikely to venture into small cars, he said. But Mitsubishi is trying to extend its lineup toward the luxury end of the market and could benefit from Mercedes technology.

Mitsubishi is also still looking for a production partner in Europe.

The auto ties between the two companies go back to 1987, when they reached a 3-point agreement on joint marketing and production. Today, only one of those is in place.

The 1987 agreement included a feasibility study on producing Mitsubishi commercial vehicles at a Mercedes plant in Europe. But Mercedes pulled back, reportedly because its plants were already at full capacity.

There was also a plan to study joint development of a light commercial vehicle. But there's been little progress beyond an exchange of engineering visits.

Mitsubishi Motors has set up outlets to sell Mercedes cars and trucks in Japan. That agreement apparently led Mitsubishi Motors to later turn aside a similar proposal to sell Chrysler cars. But the Mercedes project has been slow getting started and not altogether successful.

The truck arrangement was established in the fall of 1989, and so far has received only about 20 orders.

As for passenger cars, acquiring dealerships has been an expensive and pain-staking process. Of the 31,511 Mercedes cars sold in Japan last year, only 500 were sold through Mitsubishi-related outlets. Although Mercedes' intent was to set up an independent channel with Mitsubishi Motors' help, Yanase & Co., the largest importer in Japan, still handled most of the sales in 1989.

The larger implications in the Daimler-Mitsubishi tieup have set off ripples of concern over a major international effort that would challenge U.S. supremacy in aerospace. What is more, it would be a link between two corporations that were heavily involved in arming the Axis military efforts of World War II, raising questions about defense-related projects.

Smart cars, highways in Bush transport plan

By Diana T. Kuryiko
AUTOMOTIVE NEWS STAFF REPORTER

WASHINGTON — The Bush administration set the tone for further regulation of auto safety and fuel efficiency in releasing its long-awaited transportation policy last week.

The 129-page document, titled "Moving America Into the 21st Century," sets 65 legislative goals.

It will also guide the reauthorization of highway, mass transit and highway safety programs, said Transportation Secretary Samuel K. Skinner.

Skinner

But the major news to the auto industry is a $12 million commitment to fund research and development of so-called smart cars and smart highways, said Wallace D. Burnett, special assistant for strategic planning at the Department of Transportation.

Intelligent vehicles and highways are being touted as ways to unclog roadways, increase highway capacity and improve highway safety. The plan foresees the technology being used to automate traffic control systems and provide information to drivers.

Skinner said the pursuit of those new technologies will reflect "a major investment" backed by the industry's continued interest. He said several projects are already under way, including the Pathfinder project in Los Angeles where sensors on Oldsmobile Delta 88s advise commuters of congestion and road conditions.

In addition, the DOT plans to develop an advanced driver simulator to evaluate various highway and vehicle systems.

In the safety area, the plan calls for rules requiring increased occupant-protection and vehicle crash-avoidance systems andstepped-up defect monitoring and recalls.

The DOT also said it will work with the Department of Energy to focus on "fuel-efficient transportation alternatives," including increased use of alternative fuels and alternative-fueled vehicles.

While the plan holds true to President Bush's promise not to raise taxes, it proposes shifting costs to users. In lieu of an increase in the federal gasoline tax, Skinner urged states to raise toll fees and state gasoline taxes to generate revenue for highway projects.

He also called for increased taxes at airports to expand overcrowded facilities.

The plan also advocates:

- Continued deregulation of the trucking industry and promotion of uniform state registration and tax reporting requirements.
- Study of new technologies, including high-speed passenger rail service, hypersonic planes, tilt-rotor aircraft, magnetically levitated trains and global positioning systems for navigation.

Sen. Brock Adams, D-Wash., a former transportation secretary, accused the administration of watering down earlier policy. He criticized the plan for proposing increases in user fees. If states are to carry a bigger load, "Why have a DOT at all?" he asked.

DOMESTIC DAYS' SUPPLIES

	Mar. 1, 1990	Feb. 1, 1990	Mar. 1, 1989
Talon	32	41	—
Premier	190	143	159
Total Eagle	81	82	159
Horizon	74	140	119
Laser	68	93	61
Sundance	95	63	78
Reliant	63	66	89
Acclaim	47	59	72
Caravelle	—	0	139
Gran Fury	—	—	43
Total Plymouth	65	75	83
LeBaron A	139	—	—
LeBaron K	—	—	114
LeBaron J	123	93	99
LeBaron GTS	219	98	249
Fifth Avenue (rwd)	118	46	217
Fifth Avenue (fwd)	87	70	—
Imperial	86	62	—
New Yorker C	73	74	60
New Yorker E	—	—	437
Total Chrysler	101	84	91
Omni	79	142	121
Shadow	69	50	69
Monaco	292	688	—
Daytona	110	120	135
Aries	76	67	86
Lancer	255	60	326
Spirit	49	75	72
Diplomat	—	—	62
Dynasty	43	47	48
Dodge 600	—	—	162
Total Dodge	63	72	79
CHRYSLER MTRS.	71	76	87
Escort	85	95	86
Mustang	92	88	60
Tempo	53	62	80
Taurus	57	56	71
Thunderbird	8	82	93
Probe	114	127	84
Crown Victoria	65	59	96
Total Ford Div.	66	77	79
Topaz	74	72	81
Sable	58	59	87
Cougar	80	85	90
Grand Marquis	71	54	73
Total Mercury	70	65	90
Continental	32	49	54
Town Car	55	59	71
Mark VII	45	80	136
Total Lincoln	46	58	74
Total L-M Div.	60	63	85
FORD MOTOR CO.	64	72	81
Skyhawk	85	74	161
Somerset/Skylark	33	46	93
Century	70	77	67
Regal	106	123	105
LeSabre	69	67	59
Reatta	101	176	168
Electra	135	78	99
Riviera	98	91	120
Total Buick	73	75	86
Cimarron	—	—	21
Allante	108	91	122
Seville	50	54	87
DeVille	57	62	59
Brougham	82	87	93
Eldorado	84	87	97
Total Cadillac	62	67	70
Geo Prizm/Nova	78	97	180
Cavalier	57	42	67
Camaro	104	104	98
Celebrity	55	124	64
Corsica/Beretta	62	96	103
Lumina/Monte Carlo	77	70	42
Caprice	74	52	94
Corvette	87	97	133
Total Chevrolet	68	72	87
Firenza	—	—	75
Calais	52	82	108
Cutlass Ciera	70	71	74
Cutlass Supreme	71	100	81
88	63	98	83
90	91	107	87
Toronado	106	101	144
Total Oldsmobile	68	90	85
Fiero	—	—	145
Sunbird	50	38	70
Firebird	91	102	153
Grand Am	59	57	56
Pontiac 6000	61	72	90
Grand Prix	82	124	59
Bonneville H	79	82	97
Safari/Parisienne	—	—	149
Total Pontiac	67	70	75
GENERAL MTRS.	68	74	83
HONDA	39	39	30
MAZDA	76	79	90
MITSUBISHI	78	27	28
NISSAN	137	107	53
TOYOTA	57	32	28
DOM. TOTAL	66	70	78
Subcompact	59	55	55
Compact	54	55	70
Intermediate	66	79	81
Standard	71	68	82
Speciality	93	110	141

*Estimate

Car stockpile holds steady; supply declines to 67 days

By Michelle Krebs
AUTOMOTIVE NEWS STAFF REPORTER

DETROIT — Automakers and dealers continue to keep car inventories in check despite the approach of the spring-selling season.

Automakers entered March with about 3,000 fewer unsold cars than they had at the start of February. March opened with a stockpile of 2,111,436 units, down 15.95 percent from year-ago levels.

On March 1, automakers had a 67-day supply of cars, down from 73 days on Feb. 1 and the bloated 90-day supply they held at the beginning of this year.

A 60- to 70-day supply is considered ideal, though it usually is higher going into the spring-selling season, when dealers and manufacturers traditionally have stocked more cars for warm-weather impulse buyers.

Import stockpiles, which totaled 644,857 cars on March 1, dipped about 6,000 from Feb. 1 and were well below the 720,056 on hand a year ago. Days' supplies were 80 this month, 81 a month ago and 87 a year ago.

Domestic automakers had 1,466,579 unsold cars in inventory on March 1 for a 66-day supply. That was down from a 70-day supply in February and a 78-day supply on March 1, 1989. The latest inventory was up about 3,000 units from Feb. 1, but was 18.16 percent below the year-ago total of 1,791,970.

Massive production cutbacks in January by domestic manufacturers spilled into early February to keep inventory levels down, despite a sales drop during February.

General Motors pared its inventory to a 70-day supply from the 75-day supply it had on Feb 1. Ford trimmed its stockpiles to a 65-day supply from 73 days a month earlier. And Chrysler Corp.'s inventory dropped to 73 days from last month's 79 days.

Dealers continue to stock leaner supplies of new cars than they did a year ago as they attempt to slash floorplan costs.

They remain cautious about how strong the usually brisk spring-selling season will be.

IMPORT DAYS' SUPPLIES

	Mar. 1, 1990	Feb. 1, 1990	Mar. 1, 1989
Chevrolet	98	82	188
Chrysler Motors	93	123	208
Acura	65	67	77
Daihatsu	65	59	89
Honda	50	50	36
Infiniti	61	66	—
Isuzu	188	193	224
Lexus	24	30	—
Mazda	65	61	62
Mitsubishi	80	49	98
Nissan	104	105	114
Subaru	128	127	24
Suzuki	251	252	119
Toyota	65	70	35
JAPAN	78	76	79
Audi	185	162	146
BMW	64	87	85
Mercedes-Benz	33	50	61
Mercury	62	47	166
Porsche	87	94	180
VW	140	143	156
GERMANY	94	100	115
Alfa Romeo	97	186	124
Ford	106	95	125
Hyundai	61	59	71
Jaguar	50	44	42
Peugeot	89	98	99
Pontiac	88	164	133
Eagle/Chrysler	117	66	219
Saab	61	51	63
Sterling	68	75	92
Volvo	92	63	70
Yugo	116	85	428
Other Countries	79	71	99
Total Import Cars	80	78	87
Daihatsu	39	37	—
Geo Tracker	145	139	198
Isuzu*	106	136	126
Mazda	71	74	79
Mitsubishi	109	89	69
Nissan*	54	99	41
Range Rover	57	45	22
Suzuki*	157	171	88
Toyota	44	48	52
Dodge	129	127	201
Total Imp. Trucks	74	90	74
Total Imp. Vehicles	79	80	84

*Includes domestic vehicles

Former owner wants to buy ailing California megadeal

CLAREMONT, Calif. — Jack Head, the former owner of Claremont Auto Park, is among those trying to purchase the dealership, which is in receivership.

Meanwhile, the court-appointed receiver, Attorney David Ray, is grappling with a number of problems connected with the ailing auto center. Discrepancies range from missing and damaged vehicles to improperly handled trade-ins to a slew of unpaid creditors.

Claremont Auto Park, a 7-franchise dealership located about 40 miles east of Los Angeles, was placed in court-appointed receivership in February. The move was made at the request of the principal creditor, General Electric Capital Corp., which reportedly was unsatisfied with park operation.

"A receivership, by its nature, is an insolvency proceeding," said Sarah Graber, counsel for General Electric Capital in Chicago. "However, it is not GECC's policy to discuss matters in litigation."

"I want to make this place a legitimate auto park," said Head. "The receivers are taking bids not only from me, but a lot of other people they think might be good prospects."

Joe Wilson, a Chicago businessman, acquired Head's franchises in February 1989, including Cadillac, GMC, Acura, Pontiac, Hyundai, Sterling and Isuzu. Wilson purchased the park reportedly for $21 million, which included the flooring and the separate purchase of Claremont Acura.

According to Head, General Electric Capital financed 80 percent of the purchase. Head carried the remaining 20 percent. Head also owns the property and buildings, which he said are valued at $25 million.

Sources within the Claremont Auto Park say General Electric Capital mandated that Wilson maintain a specific profit margin on a month-to-month basis. Allegedly, he had been unable to perform to satisfaction. Consequently, General Electric Capital sought and was granted the receivership in early February of this year. Wilson was unavailable for comment.

Ray confirmed that a half dozen demo cars had been damaged while being driven by employees at the auto park, although he said he was unsure of the extent of the damage. He also acknowledged that a number of cars are unaccounted for. Independent sources say the number is between 20 and 40. "Somebody has them that is not supposed to have them," said Ray.

In several cases, Claremont Auto Park took in trade-in vehicles with unpaid balances, with the agreement that it would fulfill the debts. Owners later found the dealership had failed to do so. Ray said that, where possible, he was arranging payoffs.

Maryland court says state resident can sue car dealership in Virginia

By Helen Kahn
SENIOR CORRESPONDENT

In a case that could have implications for dealers near state borders nationwide, Maryland's highest court has ruled that a Maryland consumer can sue a Virginia car dealer under a Virginia consumer protection law.

In 1988, Maryland resident Bert W. Rein, relied on a *Washington Post* advertisement in buying a car from Koons Ford in Falls Church, Va. Koons advertised specific cash prices, except for tags, taxes and freight. But when Rein found that Koons charged a "document preparation fee" of $99.90 for each car sold, he alleged that Koons had changed the advertised price.

In his suit, Rein charged deception under the Virginia consumer protection statute.

Maryland's lowest court dismissed Rein's complaint on grounds that the Virginia law was not enforceable in Maryland. But Maryland's court of appeals, its highest court, said it is.

The decision paves the way for Reins to bring a class-action suit under Maryland law. He has started to assemble other Maryland buyers caught in the same circumstance over the last three years.

Rein is seeking $100 for each such consumer — the minimum allowed under Virginia's consumer protection law. But the class suit must aggregate $2,500 to be certified under Maryland law.

In a separate but related development, the Virginia Legislature has passed a bill to require disclosure of any such document "processing" or "paperwork" fee.

The action stems from a bill introduced by state Sen. Joseph V. Gartlan, who was outraged when a dealer presented a form calling for a $250 processing fee after he thought he had made his deal. Gartlan gave in to the dealer because he wanted his new car but made up his mind to get even.

The Gartlan bill requires the dealer to put any such fee on the standard order form which is submitted to the state commissioner of motor vehicles and which is used in negotiating price with the customer. In addition, the dealer must post a sign in the showroom informing customers of the fee.

The Virginia Automobile Dealers Association said most Virginia dealers charge such a fee but it usually is for less — between $20 and $125.

SERVICE MANAGEMENT

Import buying spree for Japan

By Mary Ann Maskery
AUTOMOTIVE NEWS STAFF REPORTER

TOKYO — All 11 Japanese car and truck manufacturers have responded to the wishes of the Ministry of International Trade and Industry by announcing import plans worth a total of 1.03 trillion yen ($7.4 billion). A large but unspecified percentage of that total will include parts and components from U.S. suppliers.

The plans, targeted for 1992, are long on numbers for obvious political effect. The import campaign is an effort to ease trade friction.

In fact, the push for imports seems to be attracting more attention than efforts to increase local content overseas, according to American representatives of the parts industry in Japan.

But all the new announcements on imports are short on detail.

Some plans call for reverse imports of built-up vehicles from transplants in the United States. Other items include helicopters, super computers and integrated circuits.

But for most of the companies, automotive parts will account for at least 50 percent of the total.

John Creamer, director of the Tokyo office of the Motor and Equipment Manufacturers Association, said it is not clear how the plans will affect U.S. suppliers. There are a few specifics on built-up vehicles, but the rest of the plans are nebulous, he said.

The programs may be helpful, Creamer said, but so far there is no case of an American supplier writing a million orders because of the recent announcements.

And when the companies do start putting specifics next to the figures, many of the imports may not come from the United States at all but from Europe and Asia.

Ikuichi Kurita, general manager for corporate communications at Mazda Motor Corp., said the company will import 115 billion yen (U.S. $793 million) in parts and materials by 1992, but has not yet made specific plans for each country.

It is the company's policy not to specify country or company, he said. He added, considering U.S.-Japan trade relations, "We might be persuaded to import more from the U.S."

American suppliers were increasing business in Japan even before the fanfare of the recent announcements, Creamer said. Political pressure has helped.

The U.S. Commerce Department has made auto parts a priority in the Market Oriented Sector Specific talks with Japan. But business is better also because American suppliers are becoming better known and more adept at doing business in Japan, Creamer said. In addition, they often offer a price advantage.

General Motors' Automotive Components Group did $134.9 million in business in Japan last year, an increase of 35 percent, and expects to nearly triple that in five years. Much of last year's business was with Isuzu Motors Ltd., a GM affiliate, but the group also did business with seven other manufacturers.

Some of the increase in sales has been a direct result of the political pressure, according to GM representatives. James Trask, director of planning for GM Overseas Corp. in Japan, said the pressure has often led Japanese firms to take the first step. "We have a good product," he said. "If pressure makes one more guy look at the product, it helps."

But Ben Lipscy, regional sales manager for Delco Electronics, said the weakening of the dollar has had more effect on business than government pressure.

Other factors also affect business. Selling is very labor intensive, according to Daniel Kinnavy, sales manager for Packard International. The sales volume often corresponds to the size of the staff.

There is also the long period required for transportation and the need to warehouse products in order to fit into Japan's just-in-time system. The Japanese buyers have been supplying the warehouse space. That can add 10 to 15 percent to costs, Lipscy said.

Eventually, Delco may have to develop its own warehouse, he said, but will need volume first.

Delco started doing business with Toyota Motor Co. this year with a pressure sensor modified to Toyota specifications. "Someone who sells to Toyota has to want to sell to Toyota," Lipscy said. "It is a large company that insists you do business its way."

But, he added, there is a great potential for volume.

Thirty American firms now have representatives in Japan. Having a setup in Japan is a critical issue for doing business, according to Philip Austin, regional manager for AC Rochester.

Most of the suppliers are still not included in the early design stage, a key issue for the parts industry. Much of the business in the past has involved readily installed components, Creamer said. Internal engine components might be more difficult, he said.

Mazda has been importing tires, windshields, lamps and, more recently, anti-lock brakes and air bags, Kurita said. With the increase in imports, Mazda will add engine, transmission, suspension, electronic and brake parts to the list.

Transportation and warehousing costs have to be considered, Kurita said, so the company must take a step-by-step approach to imports.

Toyota is planning a 300 billion yen (U.S. $2.06 billion) import program by 1992. Parts will account for about 200 billion yen of that, according to Vice Chairman Tsutomu Ohshima.

MEMA schedules conference on boosting trade with Japan

ENGLEWOOD CLIFFS, N.J. — The Motor and Equipment Manufacturers Association will sponsor an executive-level conference April 4-6 in Las Vegas, in an effort to increase business between United States parts makers and Japanese motor-vehicle manufacturers.

Cosponsored by the Japan Automobile Manufacturers Association, the conference will be held during the International Automotive Aftermarket Show.

According to MEMA, the business development conference will be focused around a series of prescheduled, individual company-to-company meetings between executives of leading U.S. parts manufacturers and teams of top purchasing executives from the Japanese vehicle manufacturers.

The conference also will feature sessions with leading industry speakers and specialists, as well as social events designed to foster the development of closer personal and business relationships between U.S. suppliers and Japanese manufacturers, according to MEMA.

MEMA President William A. Raftery said, "The conference offers unequaled opportunities for qualified U.S. original equipment manufacturers to build or expand solid business relationships with all Japanese vehicle producers through senior executive-to-executive contacts."

To promote effective interaction among participating executives, the associations will limit participation to a select number of American suppliers.

Dealer service improving, Canadian survey discloses

By Alex Law
STAFF CORRESPONDENT

OTTAWA, Ontario — Dealer automotive service is getting better, according to a survey of nearly 22,000 members of the Canadian Automobile Association.

Some 56.2 percent of respondents to a questionnaire said they were very satisfied with the service they received from their dealer. That was up from 50.4 percent in the previous survey.

The domestic manufacturers made the biggest jump in the "very satisfied" category, up from 44.0 percent last year to 50.1 this year. The European companies rose from 58.4 percent to 64.3 percent, and the Asian manufacturers climbed from 61.3 percent to 65 percent.

The degree of "satisfaction by manufacturer" was 73 percent, almost unchanged from last year's 72 percent. Satisfaction with European makes went up to 78.2 percent from 75.8 percent; Asian makes, to 82.9 from 82.3; and domestic makes. to 67.7 from 67.1.

Asked what features they want in a new car, respondents included two new items in the top 12 this year — anti-lock brakes and air bags — but left the rest of the list in the same order as last year.

The list is: power steering and brakes, power windows, power door locks, air conditioning, automatic transmission, cruise control, ABS (replacing a sunroof), AM/FM radio with cassette, power seats, tilt steering wheel, air bags (replacing a heavy-duty suspension) and delayed wipers.

Parts cabinets save space, reduce cost of new dealership

By Francis J. Gawronski
AUTOMOTIVE NEWS STAFF REPORTER

HAMPTON, Va. — Mark Tysinger offset a potential $1 million cost overrun in the construction of his new 42,000-square-foot dealership by redesigning the parts department to accommodate high-density storage cabinets before the facility was completed.

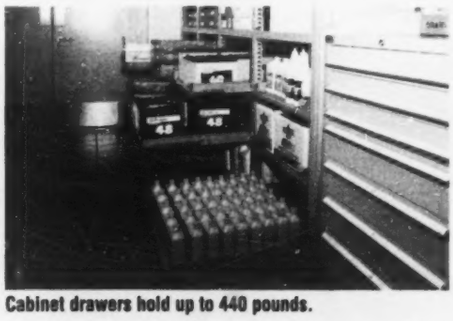
In the initial stages of planning the new home of Tysinger Mercedes-Benz & Dodge, Tysinger collaborated with representatives of the Mercedes-Benz facilities and planning department to determine the dealership's special needs.

Original plans called for a 12,000-square-foot parts department. The space was the recommended requirement for the dealership's projected $2.5 million annual parts sales volume.

Tysinger said a review of the building plans, triggered by the potential overrun, revealed that more than half the space in the parts department was for storage.

Tysinger began a search for a flexible, more efficient storage setup that would require less space while providing enough storage capacity for the projected parts volume.

Tysinger discovered that dealerships using high-density storage cabinets rather than shelving were able to save space. In his situation, the cabinets would enable the parts to be stored in less than 50 percent of the space he had originally allotted.



Cabinet drawers hold up to 440 pounds.

To solve his storage dilemma, Tysinger turned to Lista International in Holliston, Mass., which designed a flexible storage system that reduced the dealership's parts department space requirements from the original 12,000 square feet to 6,000 square feet.

The storage plan maximized the usefulness of the space with high-density modual storage equipment. The company also turned space beneath the department's service counter into primary storage area for fast-moving parts. Now, 70 percent of fast-moving parts are kept in that general counter area, which has reduced retrieval time.

The company designed and manufactured heavy-duty modular storage cabinets that can hold up to 440 pounds per drawer.

It also installed a storage wall that has adjustable shelves to hold bulky items, roll-out trays for easy retrieval of heavy parts and drawers of various heights to hold components ranging from small parts to heavy tools. Drawer partitions and dividers create a variety of small and large compartments, while label holders allow easy identification of components.

Shop volume opens year with big rise

By Francis J. Gawronski
AUTOMOTIVE NEWS STAFF REPORTER

Service and parts business in new-car dealerships across the country opened the new year with a bang.

With four of the five indicators in the Automotive News Service Index registering impressive gains, shop volume in January amounted to 112.3 percent of the business recorded in January 1989. In December, shop volume was 96.3 percent of the volume in the same month the year before.

Many dealers attributed January's increase in service and parts volume to the adverse weather in their areas, while others said that because of economic conditions, customers were having major repairs made to their vehicles rather than purchasing new ones. Others said credit advertising and promotions increased business.

The leading indicator in January was gross profit on all labor, parts and accessory sales — the most important indicator from a dealer's viewpoint — up 12.0 percent.

Sales of all parts and accessories, those used in the shop plus counter and wholesale sales, were up 11.7 percent over the year-earlier volume, while both total labor sales and shop parts sales (those used in dealer shops on both customer-paid and warranty work) recorded an increase of 7.8 percent in January.

Repair orders written were off 0.6 percent from the volume registered in the same month in 1989.

Figures used in the Service Index are compiled from monthly reports on service and parts business from a cross-section of the nation's new-car dealerships.

SERVICE INDEX
112.3★

	Jan., '90 vs. Jan., '89
Gross Profit on All Labor and P&A Sales	+12.0%
Repair Orders Written	−0.6%
Total Labor Sales (Customer & Warranty)	+7.8%
Shop Parts Sales (Customer & Warranty)	+7.8%
Sales of All P&A	+11.7%

★ Survey by Automotive News shows that dealers' service and parts business in January 1990 was 112.3 percent of business in January 1989.

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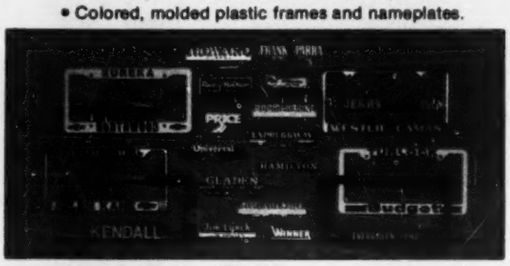

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AROUND THE WORLD

Multi-valve engines for BMW 5

By Richard Johnson
AUTOMOTIVE NEWS STAFF REPORTER

LANDSHUT, West Germany — BMW AG is preparing to introduce all-new 24-valve versions of the 520i and 525i in Germany this spring. The larger of the two models will be offered in the United States next fall.

Except for special BMW Motorsport GmbH performance models, BMW until recently has shunned 4-valve technology in its mainstream lineup.

After introducing the U.S.-bound 16-valve 318is at the Frankfurt show last September, BMW is now following with 4-valve heads on its 2- and 2.5-liter 6-cylinder engines in the 5 series, which in the United States starts with the 525i.

The 4-valve head is the same as that used in the 4-cylinder 318is. The 24-valve in-line six-cylinder units are expected to turn up next on 320i and 325i versions of the new-generation 3 series that will debut at next January's Amsterdam, Netherlands, auto show, sources say.

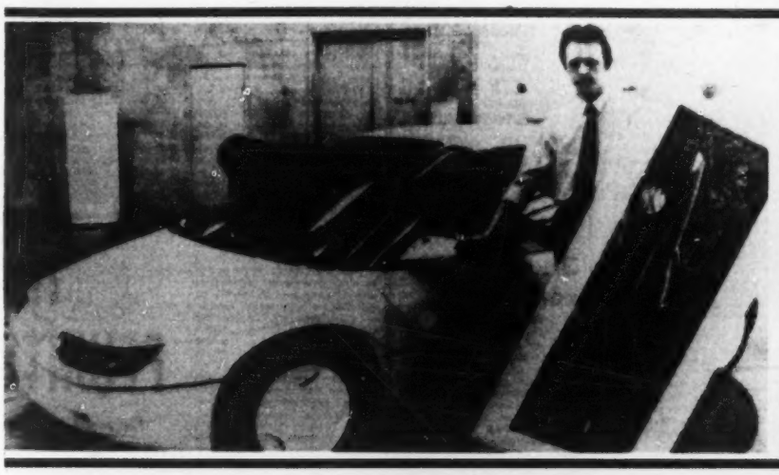
The new engines are expected to get 80 percent of BMW 5-series production. BMW will drop the 188-horsepower 530i from its lineup here because performance is so close to the new 525i. The 730i will continue to be offered.

BMW has no plans for a similar version of the 535i. It is widely assumed here that the 535i is not getting 4-valve technology because the company is preparing a V-8 engine to slot between its biggest in-line sixes and the 5-liter V-12.

Still, Gerhard Schmidt, chief of engine design, said there is "no real technical demand" for a V-8. Other BMW insiders acknowledge that the company has built such an engine, but insist no decision has been made to put it in production.

According to European reports, a 3-liter V-8 will be used in an 830i version of the V-12 850i coupe that goes on sale this spring.

BMW engineers here said the company also does not plan to equip its 5-liter engine with 4-valve cylinder heads, since top speeds for the 750i and 850i are already restricted.



Aleko II
The Feb. 4 edition of the Soviet Communist Party's *Pravda* newspaper previewed the successor to the Moskvich (Aleko), which goes into production in 1993. Aleko II will be the first all-new model from Moscow's AZLK factory in nearly 10 years.

Car sales rise again in Europe; predictions of downturn continue

By Richard Johnson
AUTOMOTIVE NEWS STAFF REPORTER

FRANKFURT, West Germany — New-car sales in Western Europe, which set a record last year despite widespread forecasts of a downturn, continued their climb in the first month of 1990.

Sales in January rose 2.6 percent to 1,267,600 in 17 Western European nations, according to industry estimates. Volume declined in Italy and the United Kingdom in comparison with strong January 1989 results in those countries. But sales rose in France and West Germany.

Most industry executives and analysts still expect at least a slight downturn from last year's record 13.4 million new-car market in Europe, citing rising interest rates in several countries. But the decline is more than two years overdue, and the market has continued to show steady, if unspectacular, growth.

Italy, which ranked second among European countries in 1989, was tops in January with sales of 264,000 cars. Nevertheless, Italian sales were 5.2 percent lower than in January 1989. Sales also declined 6.3 percent to 206,400 in the United Kingdom, Europe's third largest market last year.

Sales in West Germany, the biggest market for several years, rose to 207,500, up 10.5 percent over January 1989.

January sales in France climbed 16.8 percent to 235,800. Figures reflect an estimated 60,000 cars sold in December, but not registered due to a civil servants strike.

On the strength of January's large Italian market, Fiat Auto, including Lancia and Alfa Romeo, was tops among manufacturers with volume of 203,600 — 10 percent below the previous January — and a 16.1 percent share of the Western European car market.

Volkswagen, Europe's annual sales leader for the past four years, was next at 175,100 units, a 9.3 percent increase over last year and a 13.8 share for the month. The VW figures include Audi and Seat. Peugeot S.A. sales, including Peugeot and Citroen, totaled 174,100, a 13.7 percent share and nearly the same volume as a year ago.

NEW-CAR SALES BY COUNTRY IN EUROPE

Country	January 1990	Pct. change vs. 1989
Italy	264,000	– 5.2
France	235,800	+16.8
Germany	207,500	+10.5
United Kingdom	206,400	– 6.3
Netherlands	84,600	+10.5
Spain	84,600	– 2.5
Belgium-Luxembourg	60,800	+12.1
Austria	26,800	+19.6
Switzerland	26,100	+ 3.0
Sweden	21,400	+ 0.0
Finland	15,500	–28.1
Portugal	13,000	–38.8
Ireland	11,300	+13.9
Greece	8,200	+33.3
Denmark	6,600	– 0.7
Norway	5,000	+27.1
Total	1,267,600	+ 2.6

EUROPEAN SALES

Manufacturer	January 1990	1990 share*	January 1989	Volume change '90 vs. '89
Fiat Auto**	203,600	16.1	226,300	–10.0
Volkswagen	175,100	13.8	160,200	+ 9.3
Peugeot S.A.***	174,100	13.7	174,200	– 0.0
General Motors****	140,700	11.1	130,000	+ 8.2
Renault	140,300	11.1	116,300	+20.6
Ford	138,200	10.9	138,700	– 0.4
Mercedes-Benz	40,000	3.2	42,400	– 5.6
Rover	38,300	3.0	40,300	– 5.0
BMW	35,900	2.8	35,900	– 0.0
Nissan	33,400	2.6	29,000	+15.2
Volvo	27,100	2.1	28,100	– 3.6
Toyota	25,300	2.0	26,100	– 3.1
Mazda	21,800	1.7	17,600	+24.0
Mitsubishi	14,400	1.1	13,400	+ 7.5
Honda	12,400	1.0	10,000	+24.0
Lada	8,400	0.7	10,100	–16.3
Suzuki	8,200	0.6	7,700	+ 6.5
Saab	5,200	0.4	8,400	–18.8
Subaru	4,900	0.4	4,800	+ 2.1
Daihatsu	4,500	0.4	3,700	+21.6
Others	15,800	1.2	14,500	+ 0.9
Total	1,267,600	100.0	1,235,700	+ 2.6

*Does not add to 100 because of rounding
**Includes Alfa Romeo, Lancia
***Peugeot, Citroen, Talbot
****Opel, Vauxhall, Isuzu, GM U.S./Canada

Bumpers graded 'poor' and 'lousy' in 5-mph crash tests of 16 cars

By Diana T. Kurylko
AUTOMOTIVE NEWS STAFF REPORTER

WASHINGTON — The bumper on the 1990 Honda Civic DX suffered the least damage in a series of 5 mph crash tests of 16 small 4-door cars. The Daihatsu Charade SE fared the worst, said the Insurance Institute for Highway Safety.

The insurance-funded study involved four separate crashes with each car. The front end of each car was run into a flat barrier head-on and at an angle. The rear end was run into a flat barrier and a pole.

The four crashes combined caused $3,838 in damage to the Charade and $769 to the Civic.

Brian O'Neill, institute president, said most cars performed badly. "The whole point of bumpers is to bump at low speeds without damage. But every bumper we tested this year did a poor job of preventing damage and some were downright lousy."

Bumper performance even varied within similar models. The Japan-made Toyota Corolla fared better than the U.S.-made Corolla and its twin, the Geo Prizm.

The study also concluded that the bumper on the 1990 Hyundai Excel was weaker than the 1989 model. The 1990 model sustained $721 in damage in the rear pole test, compared with $562 for the 1989 model.

DAMAGE REPAIR COSTS FOR 1990 MODELS

Make/Model	Front into barrier	Rear into barrier	Front into angle barrier	Rear into pole	Total damage in all tests
Daihatsu Charade SE	478	1,508	480	1,372	$3,838
Volkswagen Jetta GL	247	383	916	1,130	$2,656
Volkswagen Golf GL	179	298	761	1,013	$2,251
Volkswagen Fox GL	141	433	423	993	$1,990
Mazda 323 Protege SE	0	0	718	1,203	$1,921
Nissan Sentra XE	0	0	531	1,346	$1,877
Ford Escort LX	0	0	314	1,404	$1,718
Geo Metro	121	0	363	1,080	$1,564
Subaru Loyale	0	47	570	945	$1,562
Plymouth Horizon	231	480	341	424	$1,476
Geo Prizm	267	0	466	732	$1,465
Hyundai Excel	125	113	460	721	$1,419
Mitsubishi Mirage EXE	0	73	611	513	$1,197
Dodge Shadow	0	0	676	479	$1,155
Toyota Corolla DX	0	0	448	492	$ 940
Honda Civic DX	0	344	200	225	$ 769

Cars tested were 4-door models. SOURCE: Insurance Institute for Highway Safety

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Ford completes $2.5 billion Jaguar purchase

By Jim Henry
AUTOMOTIVE NEWS STAFF REPORTER

Ford Motor Co. has officially completed its $2.56 billion purchase of Jaguar plc. The buyout, which was agreed to last fall, became effective Feb. 28.

Jaguar's stock appeared for the last time among the National Association of Securities Dealers Automated Quotations listings on March 1, as the company became a subsidiary of Ford.

Jaguar was founded by William Lyons in England in 1922 as Swallow Sidecar Co.The first vehicle to bear the Jaguar name, the SS Jaguar 2.7-liter sedan, was introduced in Europe in 1935. The company became Jaguar Cars Ltd. in 1945.

It was merged with British Motor Corp. in 1966, then with Leyland Motor Corp. in 1968 to form British Leyland Motor Corp. Ltd.

John Egan, who was later knighted, was hired as chairman of Jaguar in 1980. Soon afterward that, Jaguar began operating as a separate unit of BL.

In July 1984, Jaguar plc was established as the holding company for Jaguar Cars Ltd.

Common shares of Jaguar plc began trading in August 1984 on the London Stock Exchange.

American Depositary Receipts, representing common stock, were traded over-the-counter and listed on the NASDAQ network.

Driving curbs cut smog in Mexico City

By Stephen Downer
STAFF CORRESPONDENT

MEXICO CITY — Four months after a ban that keeps 500,000 vehicles off the streets daily was enacted, the mayor of Mexico City said air pollution is down and the state's oil monopoly is promising cleaner gasoline.

The temporary measure was enacted last November to curb Mexico's City stifling smog.

According to Mayor Manuel Camacho Solis, air pollution levels have been reduced by as much as 15 percent. But he said it will take another two months to assess the program's success and to decide whether to continue it beyond April 30. The program was scheduled to end Feb. 28.

Experts said privately owned cars produce more than 50 percent of this area's air pollution. Now Petroleos Mexicanos, the state-run oil monopoly, is promising to offer a new oxygenated gasoline that will be available throughout the year, Camacho Solis said.

Pemex claims the new gasoline reduces carbon monoxide emissions 15 percent and hydrocarbon emissions 12 percent. That, experts said, is equivalent to sparing the capital's population of 920 tons of carbon monoxide and 44 tons of hydrocarbons, among other pollutants, each day.

The ban operates through a 5-sticker system and affects about 2.5 million vehicles. On Mondays, for example, vehicles with a yellow sticker are prohibited.

Since the ban was enacted, demand for new cars has been strong. In January, for example, industry sales were 20 percent higher than a year earlier. Some analysts believe many people are buying a second vehicle to avoid having to use public transportation when one of their vehicles is banned.

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Air-bag makers prepare for increased demand

By Lindsay Chappell
AUTOMOTIVE NEWS STAFF REPORTER

Suppliers are responding to the auto industry's plans to increase air-bag installations dramatically during the next four years.

As U.S. carmakers prepare to install about 10 million air bags annually by the mid-1990s, the two largest air-bag makers are adding capacity for both air bags and air-bag inflators, the devices within the module that deploy air bags in a collision.

TRW Inc. is attempting to acquire land in Mesa, Ariz., for a plant that could produce up to four million air-bag inflators a year by 1994, officials there said. The proposed plant would also manufacture the gas propellent used in the inflators.

TRW, the primary supplier of air bags to Ford Motor Co., also is expanding capacity at an existing plant in Mesa from 1.1 million inflators a year currently to 2.9 million by the end of this year.

Additionally, TRW's chief global competitor, Morton International Inc., has entered into a 50-50 joint venture with Allied-Signal Automotive's Bendix Safety Restraints Group to manufacture air-bag modules in Maryville, Tenn. That venture will produce up to 1.8 million air bags annually for use in Chrysler Motors and General Motor cars, starting next year.

TRW is also nearing completion of a new air-bag plant in Cookeville, Tenn., that will begin manufacturing driver-side and passenger-side bags later this year. TRW has not determined what that plant's capacity will be, TRW spokesman Michael Jablonski said. The plant will have six assembly lines, but will use only one initially.

By the mid-1990s, TRW will have total production capacity for 5.9 million driver-side air bags and 5.5 million pasenger-side bags. TRW's output of air-bag inflators will be even larger because the company will supply the components to some Japanese companies.

At the same time, the industry is breathing easier this month because a critical North American supplier of air-bag propellant has resumed production.

CIL Corp. of Toronto said a 4-month production problem at its McMasterville, Quebec, plant has been corrected, and the plant is back to full output. The plant produces almost all the North American industry's supply of sodium azide, the volatile compound that is used to make gas generant.

Two mysterious fires last fall forced CIL to halt production of sodium azide, causing both TRW and Morton to seek temporary overseas sources. A CIL company spokesman said the problem was isolated to the compound's drying process and has been corrected.

The company is also resuming a project that will more than double the output of the chemical by late summer. The expansion, interrupted by the first fire in October, will increase plant capacity to 1,400 tons a year.

The developments reflect the growth in the air-bag industry. The Big 3 automakers now indicate that as many as 5.9 million of their U.S.-built cars will receive air bags by 1994, compared with about 75,000 in 1988.

After a 4-year phase-in, passive restraints became mandatory on 1990 cars. Makers have been meeting the standard by installing air bags or automatic seat belts. Cars with driver-side air bags don't have to have passive restraints on the passenger side until the 1994 model year.

Chrysler Motors has made driver-side air bags standard equipment in all its domestically developed cars.

In January, Ford Motor Co. said it will install both driver-side and passenger-side bags in all its U.S. cars by 1994, representing more than two million vehicles. Last November, General Motors said it will install driver-side air bags in 1.3 million new vehicles in the 1991 model year and 2.7 million vehicles in 1994.

GM also said it will equip about half of its new cars with passenger-side bags by that time.

According to industry plans, almost 12 million air bags will be installed annually in the United States by the mid-1990s, counting both driver and passenger-side bags.

The figure could climb to more than 20 million if manufacturers begin installing them in light trucks.

The demand could go even higher if Japanese makers, who have been slow to commit to the devices, embrace air-bag technology. Honda Motor Co. plans to make bags available as an option on 100 percent of its American-sold vehicles by 1994. But it will depend mostly on motorized seat belts to meet current regulations.

Air bags are standard equipment in about 150,000 U.S.-sold Toyota cars this year, but Toyota has made no additional commitment for subsequent years. Mazda Motors is installing air bags on two models this year, the Miata and the RX-7 convertible.

Zero coupon bond ads backfire on N.J. chain

By Helen Kahn
SENIOR CORRESPONDENT

New Jersey authorities have charged nine dealerships known as the Sansone Auto Network and its advertising agency with misleading advertising of zero coupon bonds to induce car sales.

The state's Bureau of Consumer Affairs charged Sansone with deception because of alleged failure to disclose material information when offering customers a $5,000 zero coupon bond. The bond, deeply discounted because it offers no interest, is worth only about $590. It is not worth $5,000 until maturity.

The bureau, which recently obtained an injunction against Sansone for falsely advertising a half-price sale, is telling investors to seek expert advice before buying or receiving zero coupon bonds. "You may have researched car prices," the bureau warns, "but you can still lose your shirt if you aren't given full disclosure on zero coupon bonds."

Robert Schwartz, former president of Rolls-Royce Motor Cars Inc. in the United States, now heads the Sansone Auto Network in Neptune. Schwartz said the idea to offer the bonds was first run by company attorneys and lawyers in the state bureau of consumer affairs and state security exchange office. Final adjustments were made before the job was given to Sansone's own ad agency and to Gray Advertising in Fort Lauderdale, Fla. The ads list maturity dates.

Schwartz said the whole action is "very strange" because he was given no notice of any charges until reporters started to call. He said he is still under the impression the ads were acceptable to the state offices.

New Jersey is seeking a cease and desist order and civil penalties of up to $150,000.

Paul Sansone is named in the charges along with Royal Lincoln-Mercury, Hopelawn; Sansone Ford, North Brunswick; Galleria Lincoln-Mercury, Avenel; Sansone Nissan, Avenel; General Toyota, Avenel; Dominic Sansone, doing business as Lakewood Toyota, Lakewood; Ford's National Auto Mart, doing business as Plaza Ford, Neptune; Paladin Chevrolet, doing business as Joseph Chevrolet, Perth Amboy; and Sansone Oldsmobile-Cadillac, Red Bank.

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LIGHT-DUTY TRUCK SALES, FEBRUARY

	Feb. 1990	Feb. 1989	2 Mos. 1990	2 Mos. 1989
Vans	10,863	13,417	22,386	24,931
Aerostar	12,985	14,569	28,598	28,602
Club Wagon	1,821	1,707	3,685	3,432
Ranger	20,580	21,647	44,376	43,842
Bronco	4,755	4,852	9,748	10,001
Bronco II	6,520	8,775	14,531	18,479
Pickups	45,961	45,187	91,067	88,547
Ford	**103,485**	**110,154**	**214,391**	**217,834**
Vans	7,336	7,855	15,268	14,344
Sportsvan	479	763	1,070	1,504
Geo Tracker	2,298	635	4,782	1,385
Astro	9,776	9,880	21,029	19,110
Lumina APV	3,623	0	7,095	0
S-10	12,579	17,035	28,800	33,184
S-10 Blazer	9,428	13,316	21,649	27,545
El Camino	0	0	0	0
Blazer	1,752	1,821	3,454	3,595
Suburban	4,805	4,784	8,907	9,282
Pickups	42,721	38,666	83,021	74,178
Chevrolet	**94,797**	**94,755**	**195,075**	**184,127**
Pontiac Trans Sport	**1,794**	**0**	**3,732**	**0**
Olds Silhouette	**1,630**	**0**	**2,978**	**0**
Vans	4,403	5,201	8,247	9,822
Ram Wagon	2,289	1,827	3,648	3,631
Voyager	8,717	14,022	38,564	27,750
Caravan	10,747	16,950	44,123	31,285
Caravan C/V	943	1,570	1,941	2,576
Town & Country	146	0	656	0
Ram 50	1,160	2,345	2,540	4,912
Raider	186	373	503	1,027
Ramcharger	879	1,837	1,933	4,166
Dakota	6,805	7,738	13,506	15,330
Pickups	8,652	7,260	16,017	14,251
Chrysler	**44,927**	**59,123**	**131,678**	**114,750**
Vans	2,358	3,131	4,846	5,829
Safari	2,171	2,299	5,018	4,568
S-15	2,706	3,772	6,493	7,447
S-15 Jimmy	2,107	3,155	5,252	6,740
Jimmy	506	537	989	1,117
Caballero	0	0	0	0
Suburban	1,841	1,675	3,723	3,420
Pickups	10,946	10,939	22,652	20,728
P Model	202	266	399	645
W-4	78	77	157	185
GMC	**22,915**	**25,851**	**49,529**	**50,679**
Wrangler	3,527	3,380	6,432	6,451
Wagoneer	256	573	691	1,277
Cherokee	9,707	10,610	22,739	22,478
Grand Wagoneer	501	765	1,173	1,819
Comanche	1,465	1,958	2,838	4,058
J-10/J-20	0	0	0	0
Jeep	**15,456**	**17,286**	**33,873**	**36,083**
Daihatsu	**288**	**0**	**541**	**0**
Toyota	**12,779**	**15,280**	**26,311**	**30,480**
Nissan*	**14,039**	**15,230**	**22,031**	**29,177**
Mazda	**5,164**	**6,163**	**10,723**	**13,093**
Isuzu*	**8,221**	**6,873**	**14,980**	**13,499**
Mitsubishi	**2,565**	**3,366**	**7,391**	**6,263**
Suzuki*	**1,271**	**2,324**	**2,844**	**4,382**
Range Rover	**373**	**341**	**735**	**836**
Imports	**44,700**	**49,597**	**85,358**	**97,730**
Industry Total	**329,704**	**350,766**	**716,612**	**701,203**

Compiled by Karen Dabkowski

Sales dip; Japan gains market share

By Mary Connelly
AUTOMOTIVE NEWS STAFF REPORTER

This year's mini sales recovery ground to a halt in February as new-car sales in the United States dropped 3.91 percent to 725,458 units.

Sales rose in January and in the first 10 days of February. Declines in the next two periods pulled February sales below last year's.

Japanese automakers gained 3.98 percentage points of market share last month while the Big 3 lost 3.25 points. European and Korean makes also fell back.

February car sales — including captives — were off 4.48 percent at General Motors, 11.94 percent at Ford Motor Co. and 14.05 percent at Chrysler Corp.

Japanese manufacturers' penetration of the domestic car market mounted from 23.21 percent in February 1989, to 27.19 percent in February 1990.

The Japanese posted a similar gain for the first two months of 1990, rising to 27.09 percent from 23.35 percent a year ago.

During that 2-month period, GM was the only one of the Big 3 to hold its own. GM's market share for the first two months of 1990 was 35.65 percent compared to 35.30 percent last year.

Ford Motor's share fell from 23.99 percent in the first two months of 1989 to 21.73 percent this year. Chrysler's share dipped from 10.38 percent last year to 9.50 percent in 1990.

Buick and Cadillac increased their market shares, but Oldsmobile and Pontiac lost ground. Chevrolet posted a market share gain for the two months of 1990, garnering 14.89 percent of domestic-car sales compared to 13.11 percent in 1989. GM has said its strategy to gain market share relies in large part on a rebound by Chevrolet, its volume-leader.

Lincoln was the only Ford Motor Co. brand to post a gain in the first two months of the year. Ford Division's share of the U.S. market

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SALES

DOMESTIC CAR SALES, FEBRUARY

	Feb. 21. to Feb. 28, 1990	Same Period, 1989	Feb. 1990	Same Month, 1989	Jan. 1 to Feb. 28, 1990	Same Period, 1989
Talon	978	0	2,341	0	4,801	0
Premier	423	1,333	1,043	3,390	2,742	6,218
Total Eagle	**1,401**	**1,333**	**3,384**	**3,390**	**7,543**	**6,218**
Horizon	952	809	2,586	2,266	4,493	5,213
Laser	2,156	395	4,997	907	9,187	1,362
Sundance	1,308	2,685	3,546	7,054	8,701	13,369
Reliant	155	1,014	471	2,721	1,140	6,529
Acclaim	3,288	1,732	8,456	3,934	17,331	6,252
Caravelle	0	28	0	88	0	224
Gran Fury	0	39	0	336	0	841
Total Plymouth	**7,859**	**6,702**	**20,956**	**17,386**	**40,852**	**33,790**
LeBaron A	538	37	990	107	1,111	277
LeBaron J	1,619	2,158	3,554	6,523	9,056	13,067
LeBaron GTS	48	195	120	468	444	1,022
Fifth Avenue (rwd)	24	340	80	980	348	2,543
Fifth Avenue (fwd)	1,092	0	2,623	0	6,454	0
Imperial	405	0	961	0	2,160	0
New Yorker C	1,019	2,816	2,845	8,346	6,445	17,509
New Yorker E	0	4	0	11	0	36
Total Chrysler	**4,745**	**5,550**	**11,173**	**16,435**	**26,818**	**34,454**
Omni	959	902	2,436	2,312	4,310	5,153
Shadow	1,721	2,695	4,566	7,144	10,808	13,154
Monaco	90	0	225	0	337	0
Daytona	1,261	1,792	2,803	4,623	5,877	9,222
Aries	120	896	329	2,657	867	6,423
Lancer	33	116	65	262	391	637
Spirit	2,337	1,558	8,045	4,050	15,185	6,508
Diplomat	0	110	0	494	0	1,274
Dynasty	2,438	4,286	8,443	10,691	17,327	18,752
Dodge 600	0	28	0	88	0	212
Total Dodge	**8,959**	**12,383**	**26,912**	**32,321**	**55,102**	**61,335**
CHRYSLER MOTORS	**22,964**	**25,988**	**61,525**	**69,452**	**129,515**	**135,797**
Escort	6,921	11,390	20,479	29,242	43,466	59,269
Mustang	3,042	5,458	9,392	16,718	18,886	29,095
Tempo	5,194	6,795	20,218	18,814	40,473	40,332
Taurus	7,708	10,307	27,165	27,407	55,188	52,962
Thunderbird	2,207	3,270	8,305	8,712	17,002	17,331
Probe	2,704	3,325	8,598	9,836	18,149	19,051
Crown Victoria	2,970	2,433	8,203	7,254	17,145	15,463
Total Ford Div.	**36,746**	**42,978**	**102,360**	**117,963**	**210,309**	**233,563**
Topaz	1,647	3,009	5,688	7,313	12,948	15,097
Sable	2,584	3,102	7,873	8,397	16,400	16,005
Cougar	1,954	2,921	5,726	6,645	11,728	13,425
Grand Marquis	2,589	2,943	7,245	7,856	16,978	16,872
Total Mercury	**8,774**	**13,475**	**26,532**	**34,670**	**58,054**	**69,386**
Continental	1,678	1,600	6,473	4,267	12,066	9,323
Town Car	3,773	2,490	11,154	7,752	21,548	15,884
Mark VII	939	743	2,700	1,890	4,518	3,721
Total Lincoln	**6,390**	**4,833**	**20,327**	**13,909**	**38,132**	**28,928**
Total L-M Div.	**15,164**	**18,308**	**46,859**	**47,979**	**96,186**	**98,294**
FORD MOTOR CO.	**45,910**	**61,286**	**149,219**	**165,962**	**306,495**	**331,797**
Skyhawk	52	762	134	1,535	350	2,917
Somerset/Skylark	3,866	1,970	9,267	4,488	17,886	7,848
Century	4,507	5,214	10,132	11,791	20,321	22,777
Regal	1,772	2,871	4,358	7,194	8,832	12,392
LeSabre	4,451	4,164	11,232	8,932	22,711	16,010
Reatta	228	216	600	577	977	980
Electra	1,545	2,874	4,040	6,613	11,317	11,867
Riviera	541	555	1,408	1,349	2,842	2,653
Total Buick	**16,962**	**18,626**	**41,171**	**42,479**	**85,236**	**77,444**
Cimarron	0	19	0	69	0	164
Allante	94	98	232	266	546	492
Seville	737	560	2,238	1,596	4,363	3,483
DeVille	4,816	5,229	13,993	14,044	28,123	26,440
Brougham	1,054	1,165	2,640	2,899	5,255	5,223
Eldorado	679	929	1,678	2,340	3,444	4,514
Total Cadillac	**7,380**	**8,000**	**20,781**	**21,214**	**41,731**	**40,316**
Geo Prizm/Nova	3,021	1,215	9,314	3,394	18,162	7,188
Cavalier	7,398	8,688	19,778	24,654	47,569	46,600
Camaro	1,663	2,857	4,801	7,950	10,516	15,288
Celebrity	1,351	5,992	3,277	17,587	5,130	35,150
Corsica/Beretta	9,717	10,083	30,067	26,690	52,529	50,906
Lumina/Monte Carlo	6,305	78	17,096	416	36,561	726
Caprice	3,103	4,040	8,731	10,879	18,833	19,838
Corvette	547	484	1,623	1,397	3,100	2,561
Total Chevrolet	**33,105**	**33,437**	**94,687**	**92,967**	**182,400**	**178,257**
Firenza	0	0	0	2	0	6
Calais	3,254	2,312	8,690	7,254	15,060	14,058
Cutlass Ciera	3,445	4,813	10,474	15,670	20,800	32,705
Cutlass Supreme	4,882	2,319	11,545	10,888	21,032	21,043
88	3,567	4,859	9,983	12,932	18,218	22,126
98	1,393	2,055	4,048	5,627	7,598	10,573
Toronado	419	273	1,081	720	1,993	1,444
Total Oldsmobile	**16,960**	**16,631**	**45,821**	**53,093**	**84,701**	**101,955**
Fiero	0	80	0	226	0	591
Sunbird	3,262	2,484	7,404	6,663	18,094	11,672
Firebird	931	1,350	2,760	3,643	5,896	6,892
Grand Am	5,575	5,297	14,232	17,540	30,292	31,898
Pontiac 6000	1,995	1,884	4,447	5,774	8,520	10,902
Grand Prix	3,590	4,318	9,442	12,606	16,365	24,339
Bonneville H	1,760	2,985	6,246	7,597	12,137	13,670
Safari/Parisienne	0	91	0	287	0	593
Total Pontiac	**17,113**	**18,489**	**44,531**	**54,336**	**91,496**	**100,557**
GENERAL MOTORS	**91,529**	**95,183**	**246,991**	**264,008**	**485,474**	**498,529**
Civic	5,900	5,341	13,373	12,912	27,329	23,178
Accord	10,196	6,258	19,735	15,014	38,020	26,846
HONDA	**16,096**	**11,589**	**33,108**	**27,926**	**65,349**	**50,024**
MAZDA	**2,104**	**1,584**	**4,333**	**2,975**	**8,729**	**5,535**
MITSUBISHI	**1,014**	**449**	**2,327**	**1,248**	**5,473**	**2,047**
NISSAN	**3,722**	**5,177**	**7,642**	**9,960**	**12,940**	**16,715**
SUBARU	**40**	**0**	**87**	**0**	**87**	**0**
TOYOTA	**10,833**	**7,355**	**28,314**	**11,399**	**49,199**	**22,165**
DOMESTIC TOTAL	**194,283**	**200,521**	**531,546**	**582,042**	**1,076,191**	**1,062,699**
IMPORT TOTAL			**193,912**	**282,973**	**402,686**	**413,674**
INDUSTRY TOTAL			**725,458**	**755,015**	**1,478,757**	**1,476,283**

SALES

FROM PAGE 46

dropped from 16.68 percent in 1989 to 14.96 percent in 1990. Mercury dipped from 5.35 percent to 4.19 percent this year.

Plymouth was the only Chrysler car line to gain market share in January and February. Its share rose from 2.66 percent to 3.00 percent.

Toyota and Honda were big gainers among the Japanese lines. Toyota's 2-month share of the overall U.S. market — including its Lexus luxury line — climbed from 5.96 percent last year to 8.42 percent. Honda's share — including Acura — rose from 6.85 percent to 8.06 percent.

Mitsubishi rose from 0.84 percent of the total U.S. market last year to 2.22 percent in the first two months of 1990.

For two months, Acura had a commanding lead over its two new rivals in the Japanese luxury-car class. The totals were Acura, 20,106; Lexus, 8,306; and Infiniti, 2,146.

In the February light-truck market, GM was the only one of the Big 3 to post a gain. GM light-truck sales rose 0.84 percent to 120,980 units.

With no minivan rebate, light-truck sales dropped 20.97 percent at Chrysler. The minivan rebate expired Jan. 31. Light-truck sales fell 6.05 percent at Ford.

Total domestic light-truck sales dipped 7.58 percent in February compared to a year ago. But for the first two months of the year, truck sales climbed 2.20 percent to 716,612 units.

IMPORTED CAR SALES, FEBRUARY

	Feb. 1990	Feb. 1989	2 Mos., 1990	2 Mos., 1989
Acura	10,019	9,465	20,106	18,978
Alfa Romeo	202	237	311	455
Aston Martin*	5	5	10	10
Audi	1,411	1,458	2,694	3,267
BMW	4,113	5,736	9,032	11,419
Chevrolet	13,142	7,508	27,743	15,319
Chrysler	421	445	1,365	987
Daihatsu	1,027	1,019	2,429	2,123
Dodge	1,710	3,081	3,427	6,106
Eagle	1,423	2,054	2,622	4,749
Ferrari*	80	80	160	160
Ford	4,912	6,226	10,897	12,679
Honda	17,923	16,541	33,794	32,099
Hyundai	10,549	14,056	22,432	29,230
Infiniti	1,075	0	2,146	0
Isuzu	226	1,251	434	2,800
Jaguar	1,475	1,361	2,998	2,853
Lamborghini*	13	13	26	26
Lexus	4,171	0	8,306	0
Lotus*	27	27	54	54
Maserati*	20	21	40	43
Mazda	13,458	15,612	30,102	32,049
Mercedes-Benz	5,811	5,542	10,465	10,578
Mercury/Merkur	1,425	4,465	3,928	9,654
Mitsubishi	8,656	5,277	24,356	10,316
Nissan	25,646	30,361	52,957	59,469
Peugeot	312	413	648	861
Plymouth	1,765	2,737	3,505	5,533
Pontiac	2,731	3,604	4,138	7,341
Porsche	725	536	1,421	1,141
Rolls/Bentley*	100	100	200	200
Saab	2,088	2,845	4,055	5,280
Sterling	493	612	998	1,400
Subaru	6,626	13,209	13,204	23,458
Suzuki	515	559	1,130	1,106
Toyota	34,104	29,421	66,950	65,797
Volkswagen	8,668	8,825	16,965	17,854
Volvo	6,301	7,510	15,135	16,649
Yugo	544	761	1,423	1,631
IMPORT TOTAL	**193,912**	**202,973**	**402,686**	**413,674**

*—Estimate

MARKET SHARES, Domestic Cars

	February Sales	Pct. of Total
Subcompact	89,468	16.83
Compact	133,435	25.10
Intermediate	215,009	40.46
Standard	91,179	17.15
Specialty	2,455	0.46
TOTAL	**531,546**	**100.00**

U.S. CAR SALES BY MARKETING UNITS, FEBRUARY

	Feb. 1990	Percent Share	Feb. 1989	Percent Share	2 Mos., 1990	Percent Share	2 Mos., 1989	Percent Share
Alfa Romeo	202	0.03	237	0.03	311	0.02	455	0.03
Aston Martin*	5	0.00	5	0.00	10	0.00	10	0.00
American Honda	61,050	8.42	53,932	7.14	119,249	8.07	101,101	6.85
BMW	4,113	0.57	5,736	0.76	9,032	0.61	11,419	0.77
Buick	41,171	5.68	42,479	5.63	85,236	5.77	77,444	5.25
Cadillac	20,781	2.86	21,214	2.81	41,731	2.82	40,316	2.73
Chevrolet	107,829	14.86	100,475	13.31	220,143	14.90	193,576	13.11
Chrysler	11,594	1.60	16,880	2.24	27,383	1.85	35,441	2.40
Daihatsu	1,027	0.14	1,019	0.13	2,429	0.16	2,123	0.14
Dodge	28,622	3.95	35,402	4.69	58,529	3.96	67,441	4.57
Eagle	4,807	0.66	5,444	0.72	10,165	0.69	10,967	0.74
Ferrari*	80	0.01	80	0.01	160	0.01	160	0.01
Ford	107,272	14.79	124,209	16.45	221,206	14.97	246,182	16.68
Hyundai	10,549	1.45	14,056	1.86	22,432	1.52	29,230	1.98
Isuzu	226	0.03	1,251	0.17	434	0.03	2,800	0.19
Jaguar	1,475	0.20	1,361	0.18	2,998	0.20	2,853	0.19
Lamborghini*	13	0.00	13	0.00	26	0.00	26	0.00
Lincoln	20,327	2.80	13,909	1.84	38,132	2.58	28,928	1.96
Lotus*	27	0.00	27	0.00	54	0.00	54	0.00
Maserati*	20	0.00	21	0.00	40	0.00	43	0.00
Mazda	17,791	2.45	18,590	2.46	38,831	2.63	37,584	2.55
Mercedes	5,811	0.80	5,542	0.73	10,465	0.71	10,578	0.72
Mercury/Merkur	27,957	3.85	38,535	5.10	61,982	4.19	79,020	5.35
Mitsubishi	10,983	1.51	6,517	0.86	32,829	2.22	12,363	0.84
Nissan	34,363	4.74	39,366	5.21	66,872	4.53	76,184	5.16
Oldsmobile	45,821	6.32	53,093	7.03	84,701	5.73	101,955	6.91
Peugeot	312	0.04	413	0.05	648	0.04	861	0.06
Plymouth	21,821	3.01	20,043	2.65	44,357	3.00	39,323	2.66
Pontiac	47,262	6.51	57,940	7.67	95,544	6.47	107,898	7.31
Porsche	725	0.10	536	0.07	1,421	0.10	1,141	0.08
Rolls/Bentley*	100	0.01	100	0.01	200	0.01	200	0.01
Saab	2,088	0.29	2,845	0.38	4,055	0.27	5,280	0.36
Sterling	493	0.07	612	0.08	998	0.07	1,400	0.09
Subaru	6,713	0.93	13,209	1.75	13,291	0.90	23,458	1.59
Suzuki	515	0.07	559	0.07	1,130	0.08	1,106	0.07
Toyota	64,589	8.90	40,811	5.41	124,445	8.42	87,962	5.96
Volvo	6,301	0.87	7,510	0.99	15,135	1.02	16,649	1.13
VWoA	10,079	1.39	10,283	1.36	19,659	1.33	21,121	1.43
Yugo	544	0.07	761	0.10	1,423	0.10	1,631	0.11
TOTAL	**725,458**	**100.00**	**755,015**	**100.00**	**1,477,686**	**100.00**	**1,476,283**	**100.00**
TOTAL GM	**262,864**	**36.23**	**275,291**	**36.45**	**527,365**	**35.69**	**521,186**	**35.30**
TOTAL FORD	**155,556**	**21.44**	**176,653**	**23.40**	**321,326**	**21.74**	**354,130**	**23.99**
TOTAL CHRYSLER	**66,844**	**9.21**	**77,780**	**10.30**	**140,434**	**9.50**	**153,172**	**10.38**
TOTAL JAPANESE	**197,257**	**27.19**	**176,254**	**23.21**	**399,810**	**27.04**	**344,881**	**23.35**
TOTAL EUROPEAN	**32,388**	**4.46**	**36,862**	**4.78**	**66,035**	**4.51**	**73,881**	**5.00**
TOTAL KOREAN	**10,542**	**1.45**	**14,066**	**1.86**	**22,432**	**1.52**	**29,230**	**1.98**

*—Estimate Big 3 totals include their captive imports. Percent share may contain error of one or two points due to rounding.
Sales charts compiled by Karen Dabkowski

Record $20.8 million purse set for CART 16-race 1990 season

By Dutch Mandel
AUTOMOTIVE NEWS STAFF REPORTER

BLOOMFIELD HILLS, Mich. — Indy car racers will vie for a record $20.8 million during the 16-race 1990 season — a 39 percent increase over in 1989.

The increase makes the events sanctioned by Championship Auto Racing Teams Inc. the richest series in the world.

In 1990, the CART season boasts six $1 million events and an anticipated $6 million in payouts for the United States Auto Club-sanctioned Indianapolis 500.

Nine other upcoming CART events will have $700,000 purses.

"What a great indicator of the success, high quality and competitiveness of the CART series," said 2-time series champion Bobby Rahal. "It is certainly the success of the CART series from a marketing standpoint that generates these dollars."

A CART spokesman said the purse increases are from long-time sponsor PPG Industries, greater television-coverage revenue and other corporate support increases.

The most dramatic purse increases are at Phoenix, Ariz.; Cleveland; Road America (Elkhart Lake, Wis.); and Nazareth, Pa. Those events have boosted purses 55 percent over last year's payout.

The 1990 PPG Indy Car World Series begins April 8 at the Autoworks 200 in Phoenix.

GARY JENKINS

A ZR-1 Corvette, foreground, set seven speed and endurance records including one for 24 hours at 175.885 mph. The L98 Corvette, background, set five records.

Corvettes set endurance records

By Dutch Mandel
AUTOMOTIVE NEWS STAFF REPORTER

Two Chevrolet Corvettes appear to have established 12 new international endurance records — records the company hopes will translate to greater overseas sales.

An off-the-shelf Corvette ZR-1 averaged more than 175 mph — for 24 hours — shattering a 49-year-old endurance mark. A modified L98 Corvette also established new international endurance standards.

The 24-hour record is considered to be the ultimate test of a car's durability.

The records have given Chevrolet ammunition in its attempt to prove its cars can sustain high speeds for great distances — a testimonial future European customers can relate to more easily, said Chevrolet spokesman Ralph Kramer.

Chevrolet's International Export Sales department was behind the push to set the endurance marks prior to the opening of last week's Geneva auto show, according to Kramer. The endurance run was held March 1 and 2.

After its run, the record-setting L98 Corvette was air-freighted to the Geneva show for display.

In all, 12 records were broken — three world endurance and nine international class marks. The records include distances of 100 kilometers and 100 miles, 500 kilometers and 500 miles, 1,000 kilometers and 1,000 miles and 5,000 kilometers and 5,000 miles. Time records of 1-, 6-, 12- and 24-hour periods also were set.

All marks established by the Corvette team are contingent upon certification by the Federation Internationale de l'Automobile.

A modified L98 Corvette captured five of the records while the stock ZR-1 established seven.

The endurance run, organized by Tommy Morrison of Albany, Ga., was conducted at a 7.712-mile oval track in Fort Stockton, Texas.

The 24-hour record of 175.885 mph is almost 15 mph faster than the mark set by high-performance pioneer Ab Jenkins in his Mormon Meteor III on the Bonneville Salt Flats in Utah in July 1940. The Jenkins record, the last major pre-World War II endurance record still on the books, was 161.180.

Peugeot unveils new 4ws racer

By Dutch Mandel
AUTOMOTIVE NEWS STAFF REPORTER

Automobiles Peugeot officials hope to transfer the company's off-road racing success to the race track.

The company unveiled its new 905 World Sports Car Championship racer, an aerodynamically sleek car aimed at competing at endurance events such as the 24 Hours of LeMans.

Peugeot hopes the race car will see track time at events in Mexico and the United States starting in October, contingent on gaining permission from the Federation Internationale du Sport sanctioning body.

Peugeot has high hopes for its 905 World Sports Car Championship racer.

Plans call for the company to compete in each of the season's events held in 1991.

The Peugeot 905 appears to be a technological wonder in one respect: 4-wheel steering will allow the car to negotiate tight, twisty tracks where the technology may prove an advantage. Peugeot will use 4ws cars at two of the season's 12 tracks.

Subaru may promote 1-2 Alcan Rally finish

By Dutch Mandel
AUTOMOTIVE NEWS STAFF REPORTER

Subaru is mulling the potential marketing uses of its 1-2 finish in the Alcan Endurance Rally.

The 6,275-mile trek across Alaska and the Yukon Territory ended Feb. 16. It is billed as the longest winter rally in history.

A Subaru of America spokesman said the win could be used in marketing or advertising.

According to Fred Heiler of Subaru of America, "Our marketing plan is about durability and traction, and this was a perfect test of that."

The only modifications to the factory-backed Legacy wagons were extra driving lights, rally computers and more fuel capacity. Neither had anti-lock brakes.

U.S. RACING ATTENDANCE

Series	Number of races	1989 total attendance
NASCAR Winston Cup	29	3,127,130
CART Indy Cars & USAC Indy 500	15	2,281,050
NHRA drag racing	19	1,451,483
World of Outlaws sprint cars	65	1,082,500
CART American Racing Series	12	901,500
IMSA GT Prototype	15	839,500
SCCA Trans-Am cars	14	835,100
NASCAR Grand National	29	718,700
IMSA GTO/GTU	15	680,550
SCCA Formula Super Vee	11	600,050
MTEG stadium off-road vehicles	9	346,462
ACT stock cars	23	327,818
ARCA stock cars	17	316,140
ASA stock cars	15	291,154
NASCAR Winston West	11	238,600
NASCAR Modified	26	264,600
IHRA drag racing	8	249,723
TOTAL	333	14,552,060

Source: Goodyear Tire and Rubber Co.

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CENSUS

FROM PAGE 1

tive or an independent.

A year earlier, the breakout was 19,593 Big 3 outlets and 5,320 import-only spots.

Sales dipped for both domestic cars and imports last year. The National Automobile Dealers Association has estimated that 24 percent of the nation's dealers lost money in 1989, and another 29 percent made a profit of less than one percent on their operations.

The profit drain was the principal reason for the decline in the dealership total. Others include death or retirement of an owner and a decision by the factory not to refranchise the point; shifting market patterns that change the number of outlets in an area; and hard times experienced by a particular make, either domestic or import, that caused retailers to bail out.

At the beginning of this year, a Big 3 auto could be purchased at any of the 19,379 locations noted above. Imported cars were available at 22,579 outlets. Why the difference? The census lists 5,197 stores that carry only imports; *Automotive News* estimates that only 1,997 dealerships handle Big 3 cars without an import on the premises.

In addition to the 5,197 import-only spots, 17,382 dealerships handle both an import and a domestic make. About 16,200 of those have a captive import. A captive is a nameplate that is sold only by the domestic make that imports it. Examples are LeMans by Pontiac or Festiva by Ford.

Because of dualing, the number of new-car dealerships in the United States was 24,576 on Jan. 1.

Last year's 214-dealership loss in the Big 3 ranks resulted primarily from a decline of 200 outlets at General Motors. Ford Motor Co. had a slip of 38 for the year, and Chrysler Corp. was down one.

A change in the number of intercorporate duals reduced the Big 3 dip to 214. An intercorporate dual is a dealership that handles — in the same showroom — cars produced by two or all members of the Big 3. Most of them twin Chrysler's Eagle with GM or Ford lines. Eagle is the former American Motors dealer organization that was acquired by Chrysler Corp. in the 1987 takeover. AMC was very big on Big 3 duals.

All figures in this article and in the accompanying tables refer to the net change in the dealership population.

Chrysler Corp. increased its dealer total six consecutive years before the 1989 dip of a single outlet.

Ford Motor's drop of 38 last year compared with a loss of nine in 1988, and GM's decline of 200 was more than twice as high as the 85 that bowed out in 1988. Last year was GM's biggest slip since 1982.

Franchise totals declined for most Big 3 makes last year. Eagle was up 76; Cadillac added 10; and Buick and Pontiac showed no change. Losses ranged from one for Lincoln to 35 for Chevrolet. Conversely, Chevrolet's Geo total rose 27 for the year.

In addition to their car dealerships, Ford Motor has 103 stores that handle only Ford heavy-duty trucks, and Chrysler Corp. has three Dodge-truck-only and 23 Jeep-only outlets. In this article and the accompanying tables, those points are omitted from the car-outlet and franchise totals.

Also, GM has 460 locations that carry GMC trucks but do not handle GM cars. GM has 9,250 car dealerships; its overall vehicle dealership count is 9,710.

The 5,197 import outlets consist of 4,014 single-line locations and 1,183 that sell two or more imports but no domestic cars. The revised breakout for Jan. 1, 1989 shows 4,201 exclusives and 1,119 duals.

The number of exclusives dipped by 187 during 1989 as various import dealers decided not to continue with only one line in the showroom. The rise in import-only duals reflects that movement.

The exclusive total would have dropped considerably more had it not been for the entry of Lexus and Infiniti. Lexus added 88 single-liners to the import ranks, and Infiniti added 58.

Japanese cars account for 76 percent of the import exclusives. Leaders are Honda, 771; Toyota, 711; Nissan, 554; Acura, 303; Mazda, 249; and Subaru, 216. The only non-Japanese make over 200 is Hyundai with an estimated 245, down from 278 a year earlier.

Hyundai is something of an anomaly. Although its exclusives are down, its overall dealer total rose from 278 to 323 in a year that brought a sales decline of 31 percent. Usually, such a plunge decimates an import's dealer network.

About 16,200 domestic dealerships handle a captive import, up from 15,000 a year ago. Eagle's return to the captive field made the difference. At the beginning of 1988, Eagle dealers had no captive; in 1989, Eagle dealers began selling the Mitsubishi Summit.

All Chrysler Corp., all Ford Motor and all Pontiac dealers have a captive import. So do Chevrolet dealers with the Geo franchise.

Mercury's Merkur line died last year, but it did not affect the captive situation at Ford Motor Co. Mercury dealers still have a captive import — the Mexican-built Tracer.

New-car franchises in the United States totaled 50,747 on Jan 1, down 1.27 percent from 51,400 at the beginning of 1989. Japanese franchises rose to 6,788 from 6,293, and Mitsubishi was the biggest gainer, up 165. South Korea's total grew as Hyundai increased. Franchises declined for all other nations represented in the U.S. market.

New-car franchises in the United States

	Jan. 1, 1990	Jan. 1, 1989
United States	**39,551**	**40,303**
Chrysler Motors	11,019	11,009
Chrysler	3,093	3,118
Dodge	3,014	3,038
Eagle	1,521	1,445
Plymouth	3,069	3,095
TC Maserati	322	313
Ford Motor Co.	8,929	9,678
Ford	4,527	4,561
Lincoln	1,647	1,648
Mercury	2,755	2,765
Merkur	0	704
General Motors	19,603	19,616
Buick	2,945	2,945
Cadillac	1,615	1,605
Chevrolet	4,850	4,885
Geo	4,083	4,056
Oldsmobile	3,135	3,150
Pontiac	2,975	2,975
Japan	**6,788**	**6,293**
Daihatsu	235	201
Honda Motor	1,259	1,223
Acura	303	285
Honda	956	938
Isuzu	572	572
Mazda	850	843
Mitsubishi	415	250
Nissan Motor	1,169	1,110
Infiniti	58	0
Nissan	1,111	1,110
Subaru	752	795
Suzuki	286	186
Toyota Motor	1,248	1,113
Lexus	88	0
Toyota	1,160	1,113
West Germany	**2,236**	**2,352**
BMW	394	413
Mercedes-Benz	414	422
Porsche	278	300
Volkswagen AG	1,150	1,217
Audi	356	386
Volkswagen	794	831
Sweden	**772**	**784**
Saab	361	372
Volvo	411	412
United Kingdom	**450**	**457**
Aston Martin	14	15
Jaguar	139	142
Lotus	71	71
Rolls-Royce/Bentley	53	56
Sterling	173	173
South Korea	**323**	**278**
Hyundai	323	278
Italy	**231**	**414**
Alfa Romeo	132	146
Bertone	0	150
Ferrari	40	40
Lamborghini	13	13
Maserati	46	65
France	**196**	**241**
Peugeot	196	241
Yugoslavia	**185**	**263**
Yugo	185	263
Miscellaneous	**15**	**15**
Total	**50,747**	**51,480**

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Car dealerships in U.S.

(Adjusted for duals)

	Jan. 1, 1990	Jan. 1, 1989*
Chrysler Motors	5,295	5,296
Ford Motor Co.	5,389	5,427
General Motors	9,250	9,450
Total Big 3**	**19,379**	**19,583**
Import exclusives	4,014	4,201
Import-only duals	1,183	1,119
Total new-car dealerships	**24,576**	**24,913**

* — Revised

** — Adjusted for intercorp duals

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U.S. new-car outlets

Domestic and Import

	No. of Retail Outlets	Pct. Gain or Loss from Previous Year
Jan. 1, 1958	39,108	−0.1
Jan. 1, 1959	37,558	−4.0
Jan. 1, 1960	36,336	−3.3
Jan. 1, 1961	34,803	−4.2
Jan. 1, 1962	33,461	−3.9
Jan. 1, 1963	33,308	−0.4
Jan. 1, 1964	33,291	−0.1
Jan. 1, 1965	33,360	−0.2
Jan. 1, 1966	33,114	−0.7
Jan. 1, 1967	31,584	−4.6
Jan. 1, 1968	31,101	−1.5
Jan. 1, 1969	31,076	−0.1
Jan. 1, 1970	30,842	−0.8
Jan. 1, 1971	30,314	−1.8
Jan. 1, 1972	30,150	−0.5
Jan. 1, 1973	30,094	−0.2
Jan. 1, 1974	29,998	−0.3
Jan. 1, 1975	29,701	−1.0
Jan. 1, 1976	29,309	−1.3
Jan. 1, 1977	28,744	−1.9
Jan. 1, 1978	28,656	−0.3
Jan. 1, 1979	28,512	−0.5
Jan. 1, 1980	27,891	−2.2
Jan. 1, 1981	26,333	−5.6
Jan. 1, 1982	25,703	−2.4
Jan. 1, 1983	24,729	−3.8
Jan. 1, 1984	24,721	−0.0
Jan. 1, 1985	24,724	−0.0
Jan. 1, 1986	24,823	−0.4
Jan. 1, 1987	25,156	−1.3
Jan. 1, 1988	24,938	−0.9
Jan. 1, 1989	24,913	−0.1
Jan. 1, 1990	24,576	−1.4

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FORD

FROM PAGE 1

fore he was assigned there last May.

"The learning curve has been pretty steep," said Ford, who holds a bachelor's degree from Princeton University and a master's in science from Massachusetts Institute of Technology.

He learned by talking with Ford heavy-truck dealers, customers and suppliers, some of whom had some "tough things to say to us." Ford also attended truck driving school and got his heavy-truck driver's license.

Ford said that after seven months on the job, he was starting to ask intelligent questions and know when he was getting intelligent answers.

He said he's making contacts and learning more about what makes the company run.

"If you look at my resume, I really have bounced all over the corporation. I really don't regret all those moves," he said.

"As a matter of fact, most of them were super, and I made excellent contacts and have a pretty good understanding of how the company works."

And he's impressing Ford's top management along the way.

Last week, Gilmour said Ford is "shrewd and perceptive about the wide range of business that (Ford) has, and he's darn smart."

Two years on the board of directors have given him more experience looking at the broader "big-picture" issues facing the corporation. Ford said Feb. 16 that he wanted his next job to be in an area of the company where he is looking at macro-economic issues, not day-to-day details.

"I'm not very good in managing details," he said. "My natural inclination would be to tackle larger issues. And that, of course, ties in with the whole board responsibility as well, where the larger issues are undertaken. So it would be interesting to have a job that tied into the board experience, too."

Ford's new position seems to satisfy that desire perfectly. He will be looking for new joint ventures and product niches for the automotive group, while keeping close tabs on the competition.

Asked what the company needs to work on in the next three years, he said Ford is not "best in class" in the powertrain area and is spending a considerable amount of time and money to reach that status. He is also concerned about how the company will spend its huge financial resources.

"Probably the biggest challenge for us is to spend our money intelligently. We have a huge product program scheduled for the next five years, and I hope it is spent well," Ford said.

"I think it's a huge challenge for us because other companies have shown us you can throw money at problems and not necessarily fix them."

Ford said he is satisfied with his larger role on the company's board of directors. He added that the Ford family's dispute with former Ford Chairman Donald Petersen on the cousins' limited role on the board "was overblown." Ford said he, Edsel and Petersen ironed things out quickly after a *Fortune* magazine article about the dispute appeared in January 1989.

"They (Edsel II and William Jr.) are following a difficult path trying to be both family and management," said Petersen during one of his last interviews before retiring.

Ford said the dual responsibilities have not been so difficult.

The disagreement between the elder William Clay Ford and Petersen on giving the two cousins additional responsibilities on the board in early 1989 was a timing issue, said Petersen.

But the Fords eventually prevailed. The cousins were given board committee assignments in May 1989. Edsel II and William Jr. serve on the finance and executive committees. Both are chaired by the elder William Clay Ford.

William Jr. said he and Edsel "did not want to come off as young know-it-alls" when they joined the board in January 1988.

"There's a natural inclination to be quiet and to learn," he said. "It's kind of evolved in the last year that I've become much more comfortable as I've gotten to know the outside directors. And they have all encouraged me to be active, and so I have . . . both on the board and on the finance committee."

He said the Ford family wants to have a role in running the company, but that does not necessarily mean having a Ford as chief executive unless he or she is qualified.

"I think the family wants to see the company well run, and if they thought a family member wasn't qualified, I think they'd just as soon see an outsider run it. It's a huge financial investment for all of them, and if they thought a family member would mismanage it, they wouldn't want him there."

As a family member, Ford believes he has a different perspective than non-Fords.

"As a member of the family, I'm really concerned about the long-term interest of Ford Motor Co., and that's not to say the others are not, but most of them have a much shorter horizon in terms of their career," Ford said.

"Plus, I will be living with the decisions that are made at the board level and the finance committee level a lot longer than any of them will. So in that extent, I have a very long viewpoint, which may give me a different perspective than some of the others."

Eby, Barnes also named to strategy posts

DEARBORN, Mich. — Three groups were established in the reorganization of Ford Motor Co.'s strategic planning functions.

- **A corporate strategy office reporting to Ford Chairman Harold Poling. It is headed by John T. Eby.**
- **An automotive business strategy group reporting to Allan D. Gilmour, president of the Ford Automotive Group. It is headed by William Clay Ford Jr.**
- **A diversified business strategy group reporting to Peter J. Pestillo, vice president of employee and external affairs. John E. Barnes Jr. continues as executive director of business strategy for diversified operations.**

Those organizations made up the former corporate strategy and diversification planning staff.

Eby was appointed executive director, corporate strategy. That activity will be responsible for strategic planning at the corporate level and for business planning worldwide. Eby was director of corporate business development for the corporate strategy and diversification planning staff.

Output rises in February, but trails '89

By Karen Detkowski
SPECIAL CORRESPONDENT

Domestic auto production of 497,112 for February fell 18.37 percent from the year-ago month but rose 39.36 percent over January's total. January output was severely affected by downtime.

Last week's scheduled assembly of 134,026 cars was 2.19 percent above the previous week, but 10.45 percent below the year-ago week.

Automakers assembled their millionth vehicle of the year March 8, almost three weeks behind 1989.

Year-to-date, 1,031,743 cars have been built, 30.76 percent below last year.

Companies split last week's estimated production as follows: General Motors, 43.18 percent; Ford Motor Co., 25.53 percent; Chrysler Motors, 11.49 percent; Honda of America Manufacturing Inc., 6.74 percent; Toyota Motor Manufacturing U.S.A. Inc., 3.28 percent; New United Motor Manufacturing Inc., 3.06 percent; Mazda Motor Manufacturing (USA) Corp., 2.41 percent; Diamond-Star Motors Corp., 2.20 percent; Nissan Motor Manufacturing Corp. U.S.A., 1.78 percent; and Subaru-Isuzu Automotive Inc., 0.33 percent.

U.S. truck output totaled 317,777 in February, 29.76 percent above January's stunted output, but 16.60 percent below the year-ago tally, which was the highest February total ever.

Truckmakers scheduled 84,394 units last week, 0.75 percent above the prior week, but 7.86 percent below the year-ago week.

So far this year, 684,804 trucks have been assembled, 25.00 percent below last year's total at this time.

Ford slated Saturday overtime last week at its Wixom, Mich., plant, which builds Lincolns, and its Louisville, Ky., truck plant, which makes the 1991 Explorer.

Canada tops January build

Canadian carmakers assembled 85,646 units in February, 47.02 percent above the prior month and 1.93 percent above the year-ago month.

Last week's scheduled car output totaled 30,325 units, 10.58 percent above the previous week and 55.04 percent above the year-ago week.

As evidenced by last week's figures, Canadian car production is catching up to the year-earlier total. Major reasons are the new Toyota and Hyundai facilities and increased Chevrolet Lumina production by General Motors.

So far this year, 187,998 cars have been produced, down 4.40 percent from last year.

Truck output last month totaled 74,516, the lowest February figure since the 71,178 built in 1985. February's truck output was 18.38 percent above January but 14.12 percent below the year-ago month.

Truckmakers last week slated 19,806 units, 1.83 percent below the previous week and 5.67 percent behind the year-ago week.

Year-to-date, 166,387 trucks have been produced, 19.92 percent below last year at this point.

U.S. CAR	Week Ended Mar. 10, 1990	Week Ended Mar. 11, 1989	Week Ended Mar. 3, 1990	Feb. Total	Jan. 1 to Mar. 10, 1990	Jan. 1 to Mar. 11, 1989
Horizon	0	0	0	321	4,578	0
Sundance	1,900	2,200	2,066	6,858	13,005	23,593
Acclaim	1,900	3,393	2,099	6,347	13,969	20,805
Total Plymouth	3,800	5,593	4,165	13,526	31,552	44,398
LeBaron A	800	0	820	2,074	3,422	0
LeBaron J	1,300	1,832	1,222	2,395	4,202	22,552
LeBaron GTS	0	0	0	0	0	2,946
N. Yorker C-Class	400	3,033	596	1,505	3,510	25,149
Fifth Avenue	700	0	781	2,107	4,886	0
Imperial	500	0	623	1,665	3,828	0
Total Chrysler	3,700	4,865	4,042	9,746	19,848	50,647
Omni	0	0	0	330	4,308	0
Daytona	800	1,846	794	1,583	2,719	22,584
Shadow	2,100	2,111	2,088	8,054	14,971	24,150
Dynasty	3,000	3,432	3,525	9,351	21,238	32,087
Lancer	0	0	0	0	0	1,528
Spirit	2,000	2,663	1,981	6,185	15,897	19,958
Total Dodge	7,900	10,052	8,388	25,503	59,133	100,307
CHRYSLER MOTORS	15,400	20,510	16,595	48,775	110,533	195,352
Escort	4,031	6,625	3,395	10,827	24,458	74,308
Mustang	3,709	4,124	3,707	14,700	28,723	42,223
Tempo	2,849	3,240	3,371	10,093	22,172	34,387
Taurus	7,877	8,045	8,085	33,018	74,027	79,628
Thunderbird	3,324	3,343	3,342	8,447	19,978	36,344
Total Ford Div.	21,790	25,377	21,900	77,085	169,358	266,890
Topaz	1,661	1,270	893	2,926	7,669	13,272
Cougar	2,219	3,363	2,218	5,433	11,498	30,933
Sable	2,865	2,968	2,276	8,881	17,456	26,397
Total Mercury	6,745	7,601	5,387	17,240	36,623	70,602
Continental	1,265	1,439	1,076	4,552	10,545	15,014
Mark VII	626	479	553	2,270	5,238	6,259
Town Car	3,793	2,882	3,271	13,758	31,722	26,171
Total Lincoln	5,684	4,800	4,900	20,580	47,505	47,444
Total L-M Div.	12,429	12,401	10,287	37,820	84,128	118,046
FORD MOTOR CO.	34,219	37,778	32,187	114,905	253,486	384,936
Skyhawk	0	5,213	0	0	0	3,360
Skylark/Somerset	1,610	1,291	1,393	7,007	13,252	10,127
Century	1,455	2,184	1,921	6,859	12,543	25,062
Riviera	550	552	559	2,163	4,055	6,106
Electra	0	1,576	0	5,412	12,317	18,508
LeSabre (fwd)	4,944	4,297	3,990	15,036	28,816	14,523
LeSabre (rwd)	195	202	192	568	1,197	2,000
Reatta	211	0	200	588	1,521	1,279
Total Buick	8,965	15,315	8,155	37,633	73,701	80,965
Eldorado	455	915	459	1,761	3,410	7,348
Seville	660	571	658	2,560	4,784	5,718
Brougham (rwd)	1,070	682	1,029	2,718	7,009	9,764
DeVille (fwd)	3,835	4,761	3,662	14,337	26,730	44,734
Allante	90	75	89	175	616	735
Total Cadillac	6,110	7,004	5,897	21,551	42,549	68,299
Cavalier	7,950	3,468	7,826	26,917	50,496	83,652
Camaro	1,835	2,471	1,972	2,826	5,493	24,254
Celebrity	0	2,148	0	0	0	35,018
Corsica/Beretta	6,010	9,131	5,456	28,761	51,514	89,098
Caprice	2,975	4,754	2,948	18,019	21,204	38,656
Corvette	560	560	560	2,240	3,920	5,071
Total Chevrolet	19,330	22,532	18,792	78,763	132,627	275,749
Calais	1,990	2,275	2,215	7,432	14,721	17,330
Cutlass Ciera	2,505	1,766	2,125	7,742	15,413	16,671
Cutlass Supreme	1,845	0	1,782	9,829	14,554	21,568
Toronado	602	132	599	2,383	4,368	2,465
88 (fwd)	1,296	998	1,044	5,471	13,815	35,759
88 (rwd)	110	110	94	326	757	1,572
98	1,445	2,221	1,369	5,307	10,020	20,447
Total Oldsmobile	9,793	7,502	9,228	38,490	73,648	115,812
Sunbird	3,530	3,994	3,128	11,406	20,253	27,820
Grand Am	4,800	5,131	4,835	14,450	28,475	49,732
Firebird	838	1,658	602	994	2,108	15,221
Grand Prix	2,878	4,000	2,870	9,491	15,578	23,981
Pontiac 6000	1,618	1,674	1,659	5,812	10,693	18,213
Bonneville	0	0	0	8,851	13,984	18,605
Safari/Parisienne	0	120	0	0	0	1,070
Total Pontiac	13,664	16,577	13,094	51,004	91,091	154,642
GENERAL MOTORS	57,862	68,930	55,166	227,441	413,616	695,467
DIAMOND-STAR	2,954	843	2,725	11,162	26,300	6,363
HONDA	9,040	7,565	8,801	34,825	84,490	78,803
Civic	2,569	2,356	2,167	8,985	24,792	26,497
Accord	6,471	5,209	6,634	25,840	59,698	52,306
MAZDA†	3,235	4,838	4,133	13,800	33,197	49,087
NISSAN	2,380	2,356	2,382	9,490	22,987	23,086
NUMMI	4,100	4,788	4,394	16,375	39,281	37,934
Corolla	2,100	2,008	2,391	8,751	20,447	16,153
Geo Prizm/Nova	2,000	2,780	2,003	7,624	18,834	21,781
SUBARU-ISUZU	440	0	360	2,792	5,280	0
TOYOTA	4,396	2,050	4,406	17,557	42,573	18,964
Total Cars, U.S.	134,026	149,658	131,149	497,122	1,031,743	1,489,992
Total Cars, Canada	30,325	19,559	27,423	85,646	187,998	196,659
U.S., Canada Cars	164,351	169,217	158,572	582,768	1,219,741	1,686,651
U.S., Canada Cars and Trucks	268,551	281,810	262,516	657,284	2,070,932	2,807,553

Monthly estimates may contain error of one or two units due to rounding.
†—Total includes MX-6, 626, and Ford Probe
*—Estimated

CANADIAN CAR	Week Ended Mar. 10, 1990	Week Ended Mar. 11, 1989	Week Ended Mar. 3, 1990	Feb. Total	Jan. 1 to Mar. 10, 1990	Jan. 1 to Mar. 11, 1989
Monaco	850	0	0	0	2,744	0
Premier	425	0	0	0	826	10,285
CHRYSLER MOTORS	1,275	0	0	0	3,570	10,285
Tempo	3,840	3,340	3,665	10,246	24,979	36,201
Topaz	960	1,413	930	2,516	6,576	14,277
Crown Victoria	2,960	2,873	2,960	10,983	20,749	26,588
Grand Marquis	5,990	2,837	5,500	9,258	25,619	28,239
FORD MOTOR CO.	13,750	10,463	13,055	33,003	77,923	105,305
Celebrity	968	196	562	2,248	4,207	1,939
Cutlass Ciera	2,592	3,743	2,826	11,417	19,840	37,020
Lumina	6,413	426	5,920	20,326	38,133	4,417
Regal	1,587	2,457	908	2,729	6,225	18,832
GENERAL MOTORS	11,560	6,822	10,216	36,720	68,405	62,208
HONDA	2,100	1,840	2,477	9,294	22,386	16,270
HYUNDAI*	310	0	310	1,322	3,120	0
TOYOTA	1,150	254	1,185	4,588	10,868	882
VOLVO	180	180	180	719	1,726	1,709
Total Cars, Canada	30,325	19,559	27,423	85,646	187,998	196,659

U.S. TRUCK	Week Ended Mar. 10, 1990	Week Ended Mar. 11, 1989	Week Ended Mar. 3, 1990	Feb. Total	Jan. 1 to Mar. 10, 1990	Jan. 1 to Mar. 11, 1989
Caravan	1,900	2,069	2,426	9,179	23,437	22,614
Dakota	1,500	2,235	1,965	5,599	11,303	21,708
Caravan C/V	100	181	164	581	1,473	1,933
Ram pickups	2,300	2,241	2,930	8,335	15,955	21,676
Total Dodge	5,800	6,726	7,485	23,694	52,168	67,931
Cherokee	4,400	5,348	4,540	13,322	31,144	45,655
Comanche	200	595	193	575	1,395	7,410
Grand Wagoneer	300	335	0	325	885	3,364
Wagoneer	100	227	89	263	616	2,059
Total Jeep	5,000	6,505	4,822	14,485	34,040	58,488
Voyager	1,900	1,962	2,445	8,503	21,606	21,820
Town & Country	50	0	79	296	727	0
Total C-P Div.	1,950	1,962	2,524	8,799	22,333	21,820
CHRYSLER MOTORS	12,750	15,193	14,831	46,978	108,541	148,239
Aerostar	4,250	3,911	4,166	16,003	31,526	47,727
Bronco	1,175	1,793	1,179	4,673	10,221	19,276
Explorer/Bronco II	882	2,847	278	6,371	15,916	28,449
Econoline	4,317	5,153	4,210	15,118	31,852	50,758
Mediums/Heavies	1,041	1,448	1,041	3,154	18,768	13,577
Light trucks	8,705	11,133	9,533	37,816	79,259	111,398
Ranger	7,974	7,682	6,862	25,300	54,027	74,669
Total Ford Div.	28,344	33,967	27,269	108,435	241,569	345,854
FORD MOTOR CO.	28,344	33,967	27,269	108,435	241,569	345,854
Astro	2,820	3,961	2,886	8,219	16,434	35,081
Blazer	365	506	15	1,396	2,493	5,611
Lumina APV	2,000	0	1,676	8,409	17,825	0
Mediums/Heavies	293	0	303	565	2,972	0
P-Model	623	805	483	2,295	4,449	5,721
Pickups	7,361	8,216	8,043	33,752	55,743	92,627
S-10	4,825	6,525	5,043	18,125	44,590	60,806
S-10 Blazer	3,857	3,882	2,727	8,885	17,880	38,402
Sportsvan/Van	1,672	2,315	1,346	5,866	8,055	18,693
Suburban	1,601	1,441	1,932	6,352	10,989	15,757
Total Chevrolet	25,417	27,651	24,454	93,864	181,430	272,698
Jimmy	112	166	3	513	874	1,763
Mediums/Heavies	471	0	428	653	3,604	0
P-Model	77	58	150	304	583	906
Pickups	2,416	2,526	1,761	8,788	15,009	28,032
S-15	1,159	1,600	936	4,812	10,924	13,825
S-15 Jimmy	1,180	1,031	971	2,973	6,417	10,632
Safari	940	979	758	2,772	5,675	8,777
Suburban	674	570	792	2,766	4,917	6,247
Vandura/Rally Vans	788	615	1,140	2,660	3,965	4,916
Total GMC	7,817	7,545	6,939	26,241	51,968	75,096
Olds Silhouette	580	0	527	2,238	5,684	0
Pontiac Trans Sport	1,340	0	1,139	4,161	11,613	0
GENERAL MOTORS	35,154	35,196	33,059	126,504	250,695	347,796
NAVISTAR	1,200	1,693	1,662	6,200	14,594	16,997
NISSAN	3,060	2,797	3,068	12,196	29,560	27,283
SUBARU-ISUZU	436	0	429	2,974	5,345	0
AM GENERAL*	450	450	450	1,890	4,500	4,410
MISCELLANEOUS*	3,000	2,300	3,000	12,600	30,000	22,540
Total Trucks, U.S.	84,394	91,596	83,768	317,777	684,804	913,119

CANADIAN TRUCK	Week Ended Mar. 10, 1990	Week Ended Mar. 11, 1989	Week Ended Mar. 3, 1990	Feb. Total	Jan. 1 to Mar. 10, 1990	Jan. 1 to Mar. 11, 1989
Caravan	3,270	3,154	3,287	13,252	32,386	31,660
Caravan C/V	294	203	272	838	2,189	2,030
Ram Wagon	540	641	530	2,100	3,985	6,700
Ram Van	1,380	1,739	1,437	5,426	9,762	10,762
Total Dodge	5,484	5,737	5,526	21,616	48,322	57,452
Voyager	2,580	2,940	2,644	10,918	26,743	27,509
Total Plymouth	2,580	2,940	2,644	10,918	26,743	27,509
Wrangler	1,500	1,849	1,654	4,050	6,188	15,166
Total Jeep	1,500	1,849	1,654	4,050	6,188	15,166
CHRYSLER MOTORS	9,564	10,526	9,824	36,854	81,253	100,127
FORD MTR. (lt. trks.)	3,192	3,378	3,048	11,536	26,061	34,227
Light trucks	3,475	3,271	4,454	14,505	34,430	34,176
Vans	1,415	1,449	1,309	4,673	6,648	14,232
Total Chevrolet	4,890	4,720	5,763	19,178	41,078	48,408
Light trucks	1,405	1,444	831	4,589	13,429	16,039
Vans	535	655	505	1,827	2,575	6,594
Total GMC	1,940	2,099	1,336	6,416	16,004	22,633
GENERAL MOTORS	6,830	6,819	7,099	25,594	57,082	71,041
NAVISTAR	220	274	205	802	1,991	2,368
Total Trks., Canada	19,806	20,997	20,176	74,516	166,387	207,783
U.S., Canada Trks.	104,200	112,593	103,944	392,293	851,191	1,120,902

*—Estimated
Miscellaneous includes estimates for Mack, Volvo-White, Kenworth, Peterbilt, Freightliner, Mercedes-Benz, etc.

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Japanese methods flower at Ford

Escort brings Mazda touch to Dearborn

By Laura Clark
AUTOMOTIVE NEWS STAFF REPORTER

WAYNE, Mich. — Inside Ford Motor Co.'s new stamping plant here, workers and managers are changing the way Ford builds cars.

Workers change dies on the giant Komatsu presses in as little as 2 minutes — compared to 6 to 12 hours in a traditional Ford stamping plant.

Automated guided vehicles deliver sheet metal to the presses that stamp doors for the Ford Escort, which will be assembled in the Wayne assembly plant next door. The Escort and its sister model, the Mercury Tracer, are based on the same platform as Mazda's all-new 323/Protege.

The Wayne Integral Stamping and Assembly plant is patterned after the Flat Rock, Mich., plant of Mazda Motor Manufacturing (U.S.A.) Corp.

It's no coincidence that the presses come from Japan and that the Wayne setup mimics Mazda's.

From the assembly line to the executive offices, Ford's product development and manufacturing are becoming increasingly Japan-like. Since the mid-1980s, Ford has grown closer to and has learned from its Japanese partner, Mazda Motor Corp.

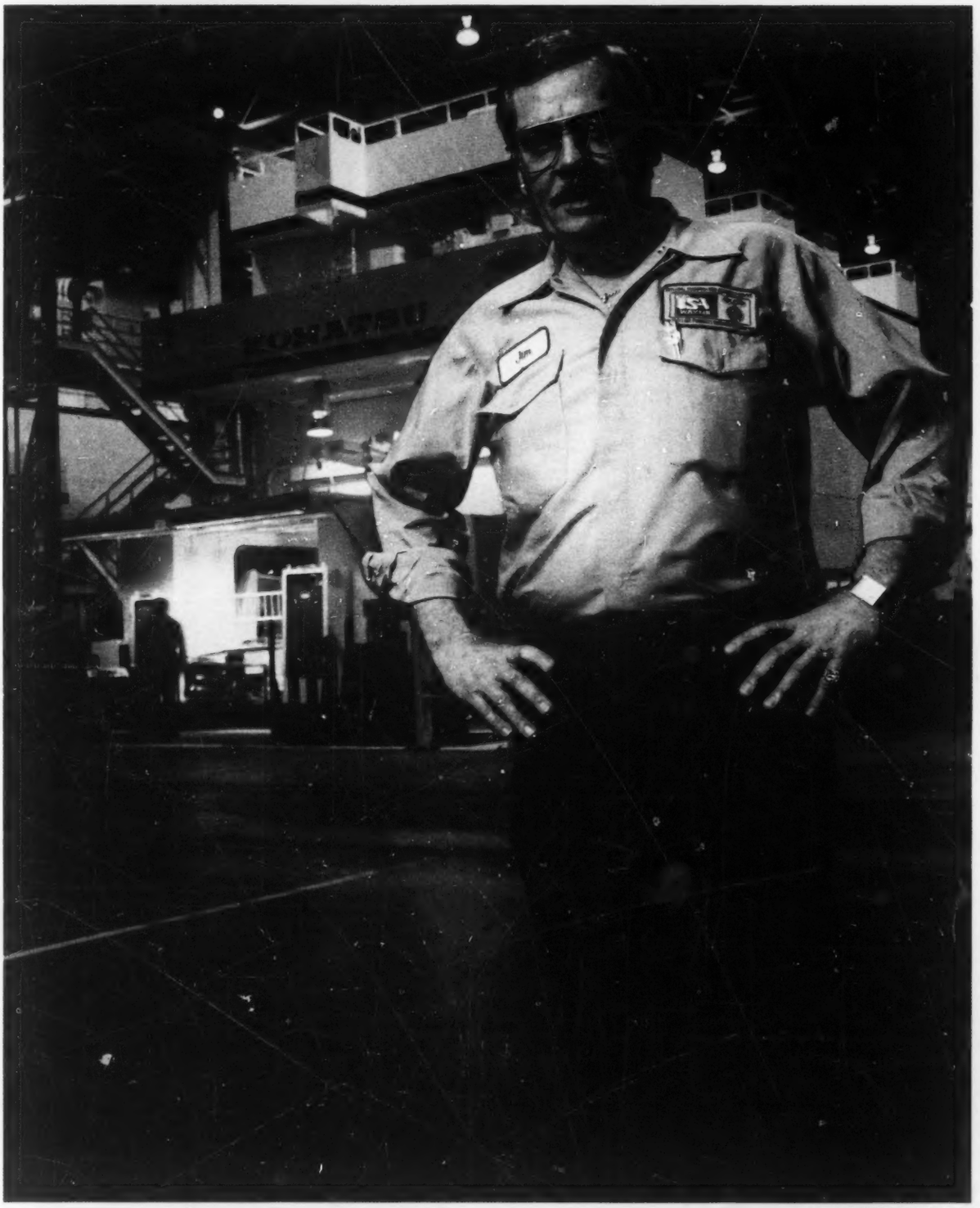
The student has also been a teacher. Mazda has learned from Ford such things as cost containment, air-bag technology and ways to reduce noise vibration on vehicles, say Ford leaders.

Even at the outset of the Escort/Tracer program, known as the CT20 platform, Ford Chairman Donald Petersen hoped the close association would lead to changes at his company.

"CT20 must be more than just a new car. It should represent significant new processes in vehicle development, manufacturing and the utilization of human resources," Petersen told CT20 workers.

At Wayne stamping, job classifications for non-skilled workers have dropped from 12 to one, thanks to a new contract. Skilled workers such as electricians and welders swap responsibilities they once fought for. Just like Japanese workers, Wayne stamping workers eat beside plant managers in the plant's cafeteria and park in the

see FORD-MAZDA, page 10



AUTOMOTIVE NEWS/JOE WILSSENS

Jim Deir, stamping and body manager for Ford's Wayne, Mich., stamping plant, wears the same uniform as hourly workers. Pocket patches emphasizing first names and Ford-UAW teamwork reflect the approach to manufacturing taken by Mazda at its Flat Rock plant 20 miles away.

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Yuck! What's that smell?
Automakers are concerned about dirty-sock smells that can take the fun out of air conditioning. Engineering editor Jack Keebler tells what's being done to ban bacteria from cooling fins, on the Engineering Page.